British Columbia Resident Travel Study

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THE B.C. RESIDENT TRAVEL ATTITUDE AND MOTIVATION STUDY

Prepared by
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for
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PREFACE

This study was commissioned by the Ministry of Tourism and is published to assist the public and private sectors throughout the Province in tourism development and marketing related activities.

The report is the sole responsibility of the consultant and does not necessarily reflect the opinions of the Provincial Government which funded the study.

THE B.C. RESIDENT TRAVEL ATTITUDE AND MOTIVATION STUDY

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THE B.C. RESIDENT TRAVEL ATTITUDE AND MOTIVATION STUDY

I INTRODUCTION

In the fall of 1984 Tourism British Columbia commissioned Marktrend Marketing Research to conduct an extensive survey on B.C. residents' travel patterns within the Province. The primary interest for this survey was to determine where tourism revenue is being spent and what means can be used to increase intra-Provincial travel.

Two types of research were conducted. The first type consisted of five focus groups. The groups were held in Victoria, Prince George, Kamloops, and two in Vancouver (one with males and one with females). Although the results of focus groups cannot be generalized to the population, they do provide valuable qualitative data. The focus groups provided the initial information necessary for developing and refining an extensive telephone survey. Also, the groups provided valuable reactions to proposed and previously shown advertising for travel within B.C.

Included in this report are the analyses of both the Province wide telephone survey and the five focus groups. A copy of the questionnaire may be found in the report appendix.

II RESEARCH OBJECTIVES

The primary objective of the research was to discover where and why B.C. residents are travelling to various destinations. Sub-objectives include the following:

Objective One: To determine the experience, awareness, motivations, reasons, and preferences for travelling within British Columbia, other parts of Canada, the United States and to other countries of British Columbia residents (ie. those having permanent residence within the Province).

Topic areas to include:

- definition of a vacation
- planning patterns
- method of travel preferred and used
- time of year for travel and controlling variables
- size of party on a trip
- their reasons for travelling to preferred destinations and choice criteria
- activities during trip
- frequency of travel
- length of vacations, trips, and holidays
- information and influence sources
- general attitudes towards and usage of packaged holidays.

Objective Two: General attitudes towards travel within and outside of British Columbia.

Topic areas to include:

- responses to interest, basic attraction, cost, convenience, relaxation, environment, weather, variety of activities, residents and service personnel attitudes, accessibility of various attractions, difference or uniqueness, ambiance of areas
- reasons for travelling or not travelling in the Province for a vacation will be investigated in-depth.

Objective Three: To determine preferences and needs in vacations - The Perfect Holiday.

Topic areas to include:

- destinations preferred
- length of trip
- frequency of holidays
- balance of major and minor vacations
- expected cost
- anticipated benefits (regarding relaxation, learning, self-fulfillment, etc.).

Objective Four: To measure the penetration of the British Columbia residents' total travel revenues by intra-Provincial vacationing, and to estimate the total potential penetration that could be achieved.

Topic areas to include:

- estimates of expenditures on "vacationing" in B.C.
- an evaluation of British Columbia tourist attractions independently and in comparison with competitive destinations
- experience with and likelihood of future travel within B.C.

Objective Five: To identify those market segments that are most amenable to travelling within British Columbia, and the support needed to attract these segments.

(**NOTE:** Segmentation can be based on demographics, psychographics, life-style, behavioral patterns, or a combination variable such as family life cycle.

Topic areas will cover:

- segmentation parameters (including psychographic, life-style and demographic variables)
- media usage
- information needs
- positioning considerations for the Province as a holiday destination
- estimate population sizes for each segment according to the characteristics identified

Objective Six: To assess the effect of the current advertising program that addresses intra-Province vacationing.

Topics to be covered will include:

- awareness of program and details remembered
- influences of the program.

Objective Seven: To obtain information relevant to formulation of future marketing strategies.

Topics to be covered will include:

- presentation of various positioning statements relative to B.C. as a vacation destination
- obtaining open-ended unaided and aided responses to improvements to the facilities, properties, accessibility, and physical plant offered by B.C.'s tourism industry.

III RESEARCH METHODOLOGY

a) Focus Groups

To participate in the focus group the following qualifications and quotas were set:

- Over 25 years of age.
- Male or female head of household.
- 2/3 of group have travelled in and out of Province on vacation in last two years.
- 1/3 of group have travelled out of the Province in the last two years.
- None work in the hospitality industry, advertising, or marketing research agencies.
- None have attended another group discussion on any topic during the last year.

b) Telephone Survey

A sample of 634 randomly selected B.C. residents was collected. The sample size allows for generalization of results at a 95% confidence level $\pm$ 4.5%. The sample was distributed across the nine tourism regions in the Province according to the population of each of these areas. The results from the Vancouver and Southwestern B.C. zones are the most accurate and provide projectable data for this area. The results from each of the other areas, although not projectable, are statistically comparable to one another and statistically reliable. The sample base of Vancouver and Southwestern B.C. (which were considered two distinct sampling units) provides a sub-sample with more than adequate tolerances for reliance on the accuracy of the results, to be able to measure resident travel patterns.

Quotas were set for gender and age so as to reflect the population breakdown according to Statistics Canada 1983 update of the 1981 Census. To qualify for the survey the respondent had to be the head of the household, acting as the spokesperson for this unit.

Results of the survey were analyzed, in-house, using the Statistical Package for the Social Sciences (SPSS). These are state-of-the-art in marketing research computer analysis, providing speed, control, and in-depth analysis.

IV OVERALL CONCLUSIONS

The overall conclusions that may be drawn from the research are that British Columbians aren't travelling intra-Provincially as much as they could because:

- A trip within the Province for any longer than three days is less appealing than going to outside areas.

- A two day trip within the Province isn't long enough to achieve the goal of relaxation.

- To British Columbians the Province's main attraction is beautiful scenery, with the other components of the travel experience having much less attraction.

- The costs associated with travel in B.C. are considered to be high and constitute a potential barrier for intra-Provincial tourism.

- B.C. residents awareness of the Province's attractions reduces their interest in re-visiting parts to which they have travelled previously.

V KEY FINDINGS OF TELEPHONE SURVEY

The key findings are taken from the survey results and are presented as they relate to the objectives of the survey.

Objective One: To determine the experience, awareness, motivations, reasons, and preferences for travelling within British Columbia, other parts of Canada, the United States and to other countries of British Columbia residents (ie. those having permanent residence within the Province).

General Travel Patterns

- The average B.C. resident took 2.1 pleasure trips in the past year. Residents of the Northern Interior took a significantly greater proportion of their pleasure trips within B.C. (69%), while those in the Vancouver area took only 42 percent of all their pleasure trips within B.C. Residents of the B.C. Rockies area tended to be the greatest travellers, while many of those in more isolated areas of the Province took fewer, if any, holidays. (refer to page 21 and page 24)

Planning Patterns

- The most typical planning period for a trip within B.C. was twelve days. Trips within B.C. are significantly more likely to be spontaneous than are trips to other destinations. The further the destination the longer the planning period. (refer to page 28)

Method of Travel

- Overall, most travel was completed by automobile. Seven out of ten respondents who travelled in B.C. used an automobile as their major method of travel. Those travelling to sun spots and "other" destinations were significantly more likely to use air travel. Also, those travelling to "other" destinations were significantly more likely to use a motor home or camper. The use of airplanes is probably determined by the distance travelled and time available to reach the destination. (refer to page 29)

Time of Year Travelled

- The traditional summer holiday period, July and August, remains the most popular, however, September and, to a lesser extent October and May, show some strength. (refer to page 33)

Party Size

- The average party size per trip was 2.9 people. There was a slight difference noted in that the average for Vancouver Island was 2.6 persons as compared to an average of 3.2 persons in the Northern Interior. This difference may be attributable to the fact that respondents from the Northern Interior tend to have larger families and are more family orientated than respondents from other areas. (refer to page 34)

Reasons for Travelling to Preferred Destinations and Activities Participated In

- The primary reason for all travel was visiting friends and relatives. Other reasons given include pleasure/sightseeing, a basic holiday, and outdoor activities.

  Outdoor activities are of significantly more importance to those travelling in B.C. and the U.S.A.

  Those visiting other parts of Canada do so to visit friends and relatives.

  Almost one out of four travellers (24%) went to "sun spots" to visit friends and relatives. Their other motives were pleasure/sightseeing and a basic holiday. (refer to pages 29 & 30)

Frequency of Travel

* Over 75 percent of British Columbians have taken a pleasure trip within the Province last year. These can be considered the total potential market for intra-Provincial travel. Of those sampled 53 percent travelled in B.C., and 52 percent have travelled to other destinations. Of those who have travelled for pleasure in the last year (78 percent of total population) 33 percent only travelled in B.C.

Travel Patterns of B.C. Residents

BASE	634
	%
Did Not Travel in Last Year	22
Travelled Only in B.C. in Last Year	26
Travelled in B.C. and Out of B.C. in Last Year	27
Only Travelled Out of B.C. in Last Year	25

Length of Vacations, Trips, and Holidays

* The duration of trips within the Province is the shortest, but is very similar to the length of trips to the U.S.A. Extended vacations in the U.S.A. are rare unless the final destination is a "Sun Spot". (refer to page 27)

Information and Influence Sources

* The majority of travellers indicated they didn't need any information before they went on their trip. This is especially true of those who vacationed in B.C. where 62 percent indicated they didn't need any planning information. As was discovered in the focus groups, B.C. is a "known" destination, therefore no planning information is deemed necessary. (refer to page 31)

The majority of travellers going to any area, except the U.S.A., indicated they themselves were most responsible for choosing their holiday destination. Those who travelled to the U.S.A. were significantly more likely to be influenced in their choice by friends and relatives. (refer to page 33)

Objective Two: General attitudes towards travel within and outside of British Columbia.

Reasons for Travelling/Not Travelling Within the Province

- The major reason for travelling in B.C. was surprising! Although scenery and beauty were important considerations, the major motivation for people to consider travelling within the Province was their feeling that they should support their own Province. This overall feeling was based on an amalgam of pride in their Province, the convenience, the reduced cost, and a feeling that they could know more about the Province.

Major Reasons for Travelling Within British Columbia

1.	To See B.C./Our Province/Keep Money in B.C.	(63%)
2.	Beautiful Scenery/Coastal Areas	(48%)
3.	Visiting Friends and Relatives	(45%)
4.	Inexpensive/Cheaper to Travel	(38%)
5.	Close to Home/Not Far to Go/Accessibility	(33%)

The major reasons for not travelling within the Province revolved around both controllable and uncontrollable variables. The uncontrollable factors included the weather, the long distances needed to be travelled over, and treacherous highways. There was a strong opinion that B.C. does not offer holiday destinations that have the excitement associated with out-of-Province or out-of-country resort areas. This opinion was strongest in the urban areas. Urban respondents, as compared to rural respondents, indicated that outdoor activities are less enjoyable.

Major Reasons for Not Travelling Within British Columbia

1.	Not Exciting/Not for Me/Prefer Other Places	(42%)
2.	Poor Weather/Cold	(36%)
3.	Travel/Gasoline/Generally Expensive	(21%)
4.	Dislike Winding Roads/Dangerous Highways	(19%)
5.	Nothing New/Familiar With/Have Seen Before	(18%)

(refer to pages 45 - 48)

Interest in and Attractions for Travelling Intra-Provincially

* The respondents were very likely to consider travelling in B.C. for a short three day trip, but B.C. lost its appeal as the trip length increased. The conclusion is that most B.C. trips are made by car, are relatively short in duration, and do not cover long distances.

	Length of Trip in Days			
Location Chosen	3 %	7 %	14 %	28+ %
British Columbia	53	35	11	3
Other Canada	11	14	15	12
U.S.A.	13	10	10	6
Sun Spots	11	32	45	20
Other	1	2	15	56
Nowhere	11	5	4	3

Hence, the overall conclusion is that intra-Provincial tourism would be best served by providing opportunities for short holidays that take people out of their home environment inexpensively.

The major attractions for travelling within the Province include the following:

- Nice Scenery/Beautiful B.C.
- Close to Home
- Good for Camping/Fishing/Outdoor Activities
- Our Province/Familiar/Keep Money in B.C.
- Lots of Things to Do

(refer to page 41)

Objective Three: To determine preferences and needs in vacations - The Perfect Holiday.

Vacation Needs

- The majority of respondents (57 percent) did not consider a two day trip to be a holiday. A two day trip is too short a time for them to achieve their goal of relaxation.

  When British Columbians decide to take a holiday the single most important factor is to be together as a family. Of somewhat less importance is visiting new destinations, and just getting away from the demands of home. (refer to pages 58 & 69)

Objective Four: To measure the penetration of the British Columbia residents' total travel revenues by intra-Provincial vacationing, and to estimate the total potential penetration that could be achieved.

Market Penetration

- At the time of the survey the population of B.C. was estimated, by the 1983 up-date to Statistics Canada's 1981 census, to be 2,805,400. Fifty-three percent of the population travelled within B.C. last year. The following figures have been computed for the potential intra-Provincial travel market.

		Number of People
Travellers - Total Potential	100%	2,805,400
Travelled in B.C. in Last Year	53%	1,486,862
Did Not Travel in Last Year	22%	617,188
Only Travelled Out of B.C. in Last Year	25%	701,350

During 1983-1984 forty-seven percent of British Columbians did not travel within their Province. Thus, the potential market that could be encouraged to change their habits and vacation in B.C. is 1.3 million people.

Vacation Expenditures

- The typical British Columbian household took 2.1 pleasure trips and spent $1,500 on travel in the past year (1983-1984). Based on data gathered in the survey, the following expenditure patterns have been calculated.

	Only Travelled in B.C. Last Year	Travelled in B.C. and Other Destinations Last Year	Only Travelled Out of B.C. Last Year
Average Number of Trips Taken per Household	1.8	3.3	1.5
Average Number of People Travelling Together per Trip	2.9	2.8	2.6
Average Number of Nights Spent Away from Home per Trip	5.9	7.1	14.6
Average Amount Spent per Household on Travel in the Last Year	$740	$2,060	$1,800
Average Amount Spent While Travelling/Person/Day	$24	$32	$32

Objective Five: To identify those market segments that are most amenable to travelling within British Columbia, and the support needed to attract these segments.

Geographic Characteristics

- The results of the survey have been analyzed according to the respondents residence location with specific differences being noted.

The major market is the Lower Mainland, which differs from the remainder of the Province as follows:

- Greater incidence of single people (34% compared to Provincial average of 24%). If the Lower Mainland data is removed the incidence of single people declines to 18%.
- Smaller household sizes (1.9 vs. 2.9 average for the remainder of the Province).
- Fewer children under 18 (0.8 vs. 1.0 for the Province).
- Higher level of education (28% completed university compared to the Provincial average of 20%).
- A somewhat higher income on average ($28,500 vs. $28,000 for the Province).
- Greater incidence of residents renting their homes (45% vs. 29% for the Provincial average).

The other areas do not exhibit such large variances, however, the Northern Interior respondents did have larger families and were more likely to have blue collar jobs.

This major market segment, the Lower Mainland, enjoys travel, but beautiful scenery and the great outdoors are unlikely to motivate them to travel within the Province. What is needed are inducements such as discounts in accommodation at Whistler Village, packaged ski holidays to the interior of the Province, special rates for trips to Vancouver Island, and lower air fares to other parts of the Province. Because they view Vancouver as the major tourist attraction in B.C., more has to be done to promote travel outside the Lower Mainland. This market wants to get away from home and relax but not spend eight hours getting to their destination. This is why destinations such as Whistler Village and Vancouver Island, which are not too far from home, may be the areas to promote to this group. (refer to pages 167 & 168)

Psychographic Characteristics

- The statistical analysis of the results of a series of psychographic questions indicated there were five basic groups of people in the sample who could be distinguished by their attitudinal positions.

- To provide a general overview of each cluster they have been given representational names as follows:

Cluster A: Mark and Karen (19% of the population)
Younger, blue collar, less educated, rural, lower income, single, home renters. They travel in British Columbia.

Cluster B: David and Sarah (29% of the population)
Younger, white collar, professional, highly educated, urban dwellers, single, renters, both male and female (Yuppies). They travel in and out of British Columbia.

Cluster C: Jim and "The Wife" (16% of the population)
Older, blue collar, less educated, rural, lower-middle income, married, home owners, both male and female, some have children. They travel only in British Columbia or only out of British Columbia.

Cluster D: Aunt Pat and Uncle Al (18% of the population)
Medium age, blue and white collar, urban and rural, married, have children, home owners, more likely female. They don't like to travel.

Cluster E: Alice and Fred (18% of the population)
Older, blue collar, rural, married, home owners, lower income, have children, more likely female. They don't travel or only travel in British Columbia.

The most important factors used when deciding to take a trip were as follows:

Mark and Karen - To go to new places, to enjoy the outdoors, have fun and be entertained.

Sarah and David - To go to new places, to learn about another country's way of life and to try new and different experiences and life-styles.

Jim and "The Wife" - To be together as a family, to go to new places, have fun and be entertained.

Aunt Pat and Uncle Al - To go to new places, to be together as a family, have fun and be entertained.

Alice and Fred - To be together as a family, to go to new places and to enjoy the outdoors.

(refer to pages 96 & 132)

Additional Objectives

Camper Profile

- More than one out of every two (54%) British Columbians surveyed made use of a government camp site in the past year. Of those who camped more than once in the past year, 63 percent used government sites for all their camping trips.

	Total Sample
BASE	634
	%
Number of Times Camped in B.C. in Last Two Years	
Zero	40
One	6
Two	9
Three or More	45

	Total One Time Campers
BASE	40
	%
Type of Campsite Used	
Private	34
Government	66

	Total Two or More Time Campers
BASE	343
	%
Number of Government Campsites Used	
Zero	6
One	11
Two	18
Three or More	63
Don't Know	2

British Columbians who participated in the survey indicated they were likely to travel more intra-Provincially if the quality of government camping facilities were improved and if the number of government camp sites were increased.

Facilities and services that could be offered at government camp sites and are important to most people are hot and cold showers, flush toilets, and security supervisors.

The major advantages cited for government campsites versus private sites were as follows:

- Government sites are cleaner.
- Government sites are more peaceful.
- Government sites are cheaper.
- Government sites are in more locations.
- Government sites are more natural/less commercialized.

(refer to pages 79 & 80)

VI TELEPHONE SURVEY RESULTS

Results of the survey questions are presented in the following section. Each question is presented as asked in the survey.

The "BASE" reflects the number of respondents who answered the question. Column totals will not add to 100 percent in multiple response questions because the percentages are based on the number of respondents, not responses. Also, due to rounding off proportions to the nearest whole number, column totals will fall around 100% $\pm$ 1%.

In several tables the total number of responses is shown as the basis for the proportions. These were used so that measures of central tendency could be calculated and analyzed statistically.

Where applicable, the median has been shown. This is a measure of central tendency used to determine the middle value in a set of numbers arranged according to magnitude. The median is based on the proportions after "don't know" and "refused" responses have been removed.

Geographic Distributions

In the following table the ten geographic regions sampled have been grouped into four larger groups. These larger groupings were based on similar geographic and psychographic traits, as shown in the survey.

Under each of the four major geographic areas the proportion of each the sub-samples is shown so as to indicate which areas were included in the major groupings.

Area of Residence	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
BASE	634	102	226	140	166
	%	%	%	%	%
Vancouver Island	16	100	-	-	-
* G.V.R.D.	32	-	88	-	-
# Southwestern B.C.	4	-	12	-	-
Okanagan/Similkimeen	8	-	-	36	-
Kootenay/Boundary	7	-	-	33	-
Thompson Country	5	-	-	-	20
Cariboo/Chilcotin	8	-	-	-	30
Yellowhead	8	-	-	-	29
Peace River/Alaska Hwy	6	-	-	-	21
B.C. Rockies	7	-	-	31	-

* Greater Vancouver Regional District

\# Caution: Base is small and analysis may be inaccurate.

For the purpose of data comparison the nine tourism regions shown in the following map were combined into four larger areas. Vancouver and Area encompasses the entire Southwestern B.C. Tourism Region. The Southeastern area combines the Okanagan/Similkameen, Kootenay/Boundary and B.C. Rockies Tourism Regions. Included in the Northern Interior are the Thompson Country, Cariboo/Chilcotin, Yellowhead and Peace River/Alaska Highway Tourism Regions.

A VANCOUVER ISLAND
B SOUTHWESTERN B.C.
C OKANAGAN-SIMILKAMEEN
D KOOTENAY BOUNDARY
E THOMPSON COUNTRY
F CARIBOO
G B.C. YELLOWHEAD 16
H PEACE RIVER, ALASKA HWY.
I B.C. ROCKY MOUNTAIN

1. Now thinking about the period since last September, how many pleasure trips of longer than one night away have you taken during this period? **PROBE WITH:** Please try to recall all the pleasure trips you have taken in the last year, including weekends.

	BASE	Average	Proportion That Did Not Travel
			%
Total Sample	634	2.1	22
Vancouver Island	102	2.4	24
G.V.R.D.	200	2.2	23
• Southwestern B.C.	26	1.4	23
Okanagan/Similkimeen	50	1.8	24
Kootenay/Boundary	47	1.8	17
Thompson Country	33	1.5	24
Cariboo/Chilcotin	50	1.4	16
Yellowhead	48	1.9	31
Peace River/Alaska Hwy	35	2.5	14
B.C. Rockies	43	4.1	16

Comments: The average B.C. resident took 2.1 pleasure trips last year. Residents of the B.C. Rockies area tended to be the greatest travellers, while many of those in more isolated areas of the Province took fewer, if any, holidays.

1. Now thinking about the period since last September, how many pleasure trips of longer than one night away have you taken during this period? **PROBE WITH:** Please try to recall all the pleasure trips you have taken in the last year, including weekends.

BY

Life Cycles

	Single No Children	Single With Children	18-34 Married No Children	35-54 Married No Children	55+ Married No Children	18-34 Married With Children	35+ Married With Children
Average Number of Trips (based on those travelling)	2.3	2.1	2.3	1.8	2.0	1.7	2.3
Proportion Not Travelling (%)	17	20	13	20	29	31	22

Comments: Naturally, the younger married couples with children do not have the discretionary income to be able to afford travelling. Those people 55+ also travel less, possibly due to infirmity, lack of financial resources, or a spouse/partner with whom to travel.

• Caution: Base is small and analysis may be inaccurate.

2. What were the final destinations or areas that you visited during your trips? **BY** Residence
(MULTIPLE RESPONSE)

	Vancouver Island	G.V.R.D.	South Western B.C.	Okanagan/ Similkimeen	Kootenay/ Boundary	Thompson Country	Cariboo/ Chilcotin	Yellowhead	Peace River/ Alaska Highway	B.C. Rockies
BASE	78	155	20*	38	39	25*	42	33	30	36
	%	%	%	%	%	%	%	%	%	%
Victoria	13	17	5	13	15	4	14	18	**23**	3
Vancouver Island	**39**	17	30	-	10	8	2	6	-	8
Gulf Islands	4	4	-	-	-	-	-	-	-	-
Whistler	3	14	-	-	-	4	-	-	-	-
Sunshine Coast	4	5	5	-	-	-	7	-	-	-
Harrison	4	5	10	5	3	8	7	3	3	-
Okanagan	19	**26**	30	**32**	13	24	19	24	23	11
Kootenays	10	7	10	21	**54**	8	5	9	3	**67**
Cariboo	4	9	20	3	5	12	14	**39**	**53**	6
Yukon	1	3	-	-	-	-	2	-	-	3
Vancouver	**37**	1	5	**53**	26	28	29	**46**	**43**	19
British Columbia	-	1	5	3	-	8	2	9	-	-
Alberta	10	19	5	**32**	15	16	14	18	**77**	**69**
Saskatchewan	**10**	5	5	5	5	4	5	**15**	3	8
Manitoba	3	1	-	8	5	4	2	6	-	8

* Caution: Base is small and analysis may be inaccurate.

2. What were the final destinations or areas that you visited during your trips? **BY** Residence
(MULTIPLE RESPONSE)

continued...

	Vancouver Island	G.V.R.D.	South Western B.C.	Okanagan/ Similkimeen	Kootenay/ Boundary	Thompson Country	Cariboo/ Chilcotin	Yellowhead	Peace River/ Alaska Highway	B.C. Rockies
BASE	78	155	20*	38	39	25*	42	33	30	36
	%	%	%	%	%	%	%	%	%	%
Ontario	**15**	**10**	-	3	-	4	2	3	7	8
Maritimes	-	4	-	-	3	-	-	-	3	-
Washington	12	**25**	15	5	**26**	8	5	3	3	**22**
Oregon	1	3	-	3	-	-	-	3	3	3
California	12	11	5	11	8	12	2	-	3	11
Las Vegas	4	7	10	3	-	12	**16**	3	-	6
Other U.S.A.	6	9	-	5	10	8	2	3	-	**22**
Hawaii	4	5	-	3	3	-	5	**15**	7	6
Mexico	4	3	5	5	3	4	2	-	3	-
Caribbean	3	3	-	-	3	-	-	-	3	-
Australia	1	1	-	-	-	-	-	-	-	-
Orient	3	2	-	-	-	-	-	-	-	-
Britain	1	3	-	-	-	-	2	-	-	3
Other Europe	6	5	5	-	3	-	2	-	-	3
Other	5	-	5	-	3	-	-	6	3	3

* Caution: Base is small and analysis may be inaccurate.

2. What were the final destinations or areas that you visited during your trips?

	Total Travellers	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
TOTAL RESPONSES	1098	185	381	266	266
	%	%	%	%	%
British Columbia	54	57	42	52	69
Other Canada	20	17	18	24	22
U.S.A.	11	8	16	14	5
Sun Spots	10	11	12	8	10
* Other	4	7	5	2	2

Comments: The Vancouver resident is much more likely to travel to the U.S.A. than residents from other areas. This is probably due to the accessibility and transportation routes.

2. What were the final destinations or areas that you visited during your trips?

BY

Life Cycles

	Single No Children	Single With Children	18-34 Married No Children	35+ Married No Children	18-34 Married With Children	35+ Married With Children
TOTAL RESPONSES	333	80	79	205	179	210
	%	%	%	%	%	%
British Columbia	54	56	52	42	62	60
Other Canada	23	10	25	20	22	16
U.S.A.	8	21	8	13	10	14
Sun Spots	11	11	13	18	4	8
* Other	5	1	3	7	1	3

Comments: Married people with children are more likely to travel within the Province.

* "Other" destinations include Australia, New Zealand, the Orient, Britain and Europe.

Destinations (**MULTIPLE RESPONSE**) **BY** Life Cycles

	35+ Married No Children		35+ Married With Children	
	35 - 54	55+	35 - 54	55+
BASE	48	50	122	3
	%	%	%	%
Victoria	8	6	7	33
Vancouver Island	6	20	9	
Gulf Islands	4	-	2	
Whistler	-	2	2	
Sunshine Coast	2	2	5	
Harrison	6	4	2	
Okanagan	23	10	15	
Kootenays	10	10	11	
Cariboo	4	14	11	100
Yukon	2	-	1	
Vancouver	19	24	8	
British Columbia	-	2	-	
Alberta	17	18	15	33
Saskatchewan	10	12	4	
Manitoba	4	2	2	
Ontario	-	10	5	
Maritimes	-	4	1	
Washington	17	14	11	33
Oregon	4	-	2	
California	21	10	6	
Las Vegas	6	16	1	
Other U.S.A.	8	12	10	
Hawaii	3	-	4	
Mexico	2	6	2	
Caribbean	2	2	1	
Australia	-	-	1	
Orient	4	-	1	
Britain	2	2	-	
Other Europe	2	8	1	
Other	6	4	2	

TRAVEL PATTERNS OF B.C. RESIDENTS

BASE	634
	%
Did Not Travel in Last Year	22
Travelled Only in B.C. in Last Year	26
Travelled in B.C. and Out of B.C. in Last Year	27
Only Travelled Out of B.C. in Last Year	25

Comments: Over 75 percent of British Columbians have taken a pleasure trip within the Province last year. These can be considered the total potential market for intra-Provincial travel. Of those sampled 53 percent travelled in B.C., and 52 percent have travelled to other destinations. Of those who have travelled for pleasure in the last year (78 percent of total population) 33 percent only travelled in B.C.

3. How many nights did you stay in (areas named in Q.2) ?

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
TOTAL RESPONSES	1100	185	381	266	268
	%	%	%	%	%
One	3	3	3	5	2
Two	22	21	22	26	20
Three	16	11	18	15	18
Four	10	12	10	9	10
Five	6	6	7	7	5
Six	4	2	5	4	3
One Week	11	7	11	10	14
Eight or More Days	28	38	24	24	28
Median	4 days	5 days	4 days	3 days	4 days

3. How many nights did you stay in (areas named in Q.2) ?

BY

2. What were the final destinations or areas that you visited during your trips?

	British Columbia	Other Canada	U.S.A.	Sun Spots	Other
TOTAL RESPONSES	1872	620	388	340	98
	%	%	%	%	%
One	3	4	6	1	-
Two	31	17	28	15	19
Three	19	15	15	13	7
Four	10	11	11	9	4
Five	6	8	5	4	5
Six	4	4	2	3	5
One Week	9	10	12	9	2
Eight or More Days	18	31	21	46	58
Median	3 days	4 days	3 days	1 week	more than 1 week

Comments: The duration of trips within the Province is the shortest, but is very similar to the length of trips to the U.S.A. Extended vacations in the U.S.A. are rare unless the final destination is a "Sun Spot".

4. How long before you left for (areas named in Q.2) did you begin to plan your trip? **(AVERAGE BASED ON ALL TRIPS TAKEN DURING YEAR. THIS INDICATES THE MOST FREQUENT PLANNING TIME FOR ALL HOLIDAYS.)**

	Average Time Spent Planning
Vancouver Island	2.5 Weeks
G.V.R.D.	2 Weeks
• Southwestern B.C.	
Okanagan/Similkimeen	10 Days
Kootenay/Boundary	2 Weeks
Thompson Country	2 Weeks
Cariboo/Chilcotin	6 Weeks
Yellowhead	2 Weeks
Peace River/Alaska Hwy	2 Weeks
B.C. Rockies	2 Weeks

Comments: The planning period for those residents of the Cariboo/Chilcotin vary considerably from the other areas. They take the fewest trips and hence maximize their enjoyment by planning.

• Caution: The base is too small for analysis (27 people), therefore they have been omitted.

4. How long before you left for (areas named in Q.2) did you begin to plan your trip?

BY

2. What were the final destinations or areas that you visited during your trips?

	British Columbia	Other Canada	U.S.A.	Sun Spots	Other
TOTAL RESPONSES	1865	618	385	296	96
	%	%	%	%	%
Less Than 1 Day	20	8	11	9	6
2 - 3 Days	11	8	12	12	10
4 - 5 Days	2	1	1	1	3
6 - 14 Days	28	31	36	24	19
2+ Weeks to 1 Month	18	20	16	18	18
4+ Weeks to 4 Months	14	23	14	20	21
4+ Months or More	6	8	9	16	23
Median	12 days	15 days	13 days	16 days	25 days

Comments: The decision to travel in B.C. is more spontaneous than travelling to other areas.

5. What was your major method of travel during your trip to (areas named in Q.2) ?

	Total Travellers
TOTAL RESPONSES	1096
	%
Car/Truck	62
Plane	23
Bus	4
Ferry	1
Motor Home/Camper	8
Boat/Ship	2
Other	1

5. What was your major method of travel during your trip to (areas named in Q.2)? (MULTIPLE RESPONSE)

BY

2. What were the final destinations or areas that you visited during your trips?

	British Columbia	Other Canada	U.S.A.	Sun Spots	Other
TOTAL RESPONSES	1866	617	384	295	98
	%	%	%	%	%
Car/Truck	70	58	66	48	31
Plane	15	28	16	41	51
Bus	2	4	2	3	-
Ferry	1	1	2	1	-
Motor Home/Camper	8	8	9	4	14
Boat/Ship	2	-	5	1	-
Other	2	1	-	1	4

Comments: The family car remains the major method of travel in the Province, however, air travel is a major component.

6. What was the major reason for choosing to visit (areas named in Q.2) instead of other areas you could have chosen? What other reasons did you have?

	Total Travellers
TOTAL RESPONSES	1743
	%
Visit Friends and Relatives	33
Good/Warm Weather	4
Outdoor Sports/Activities	11
Basic Holiday	13
Pleasure/Sight Seeing	14
Shopping/Night Life	6
Tourist Attractions	1
On Business	4
Personal Reasons	3
Not Too Expensive	1
Never Been There	3
Familiarity	5
Other	1

6. What was the major reason for choosing to visit (areas named in Q.2) instead of other areas you could have chosen? What other reasons did you have?

BY

2. What were the final destinations or areas that you visited during your trips?

	British Columbia	Other Canada	U.S.A.	Sun Spots	Other
TOTAL RESPONSES	2953	966	596	496	159
	%	%	%	%	%
Visit Friends and Relatives	31	41	21	24	26
Good/Warm Weather	3	1	3	9	3
Outdoor Sports/Activities	15	8	13	8	11
Basic Holiday	14	13	16	13	9
Pleasure/Sight Seeing	13	15	13	15	19
Shopping/Night Life	6	7	9	9	3
Tourist Attractions	1	-	6	1	1
On Business	5	5	3	4	5
Personal Reasons	3	3	5	2	4
Not Too Expensive	1	-	1	2	2
Never Been There	2	2	3	6	9
Familiarity	5	5	5	6	6
Other	1	-	3	1	1

Comments: Travel in B.C. is dominated by VFR traffic, which is to be expected. When the non-family related travel is factored out, the holiday related reasons, however, contribute more than this traditional reason (31% VFR compared with 42% specific holiday reasons).

7. In which of the following types of accommodation did you stay during your trip to (areas named in Q.2) ?

	Total Travellers
TOTAL RESPONSES	1154
	%
Motel/Hotel/Condominium	37
Bed and Breakfast	0.4
Private Home	42
Motor Home	10
Tent	8
Other	2
Boat	2

8. From where did you get information on (areas named in Q.2) before your trip?

	Total Travellers
TOTAL RESPONSES	1138
	%
Friends and Relatives	25
Travel Agent	7
Brochures/Pamphlets	4
Tourism Information	2
T.V./Paper/Advertisements	3
Specific Group/Club	3
Other	1
Didn't Need Any	55

8. From where did you get information on (areas named in Q.2) before your trip?

BY

2. What were the final destinations or areas that you visited during your trips?

	British Columbia	Other Canada	U.S.A.	Sun Spots	Other
TOTAL RESPONSES	1909	641	401	312	103
	%	%	%	%	%
Friends and Relatives	23	27	31	22	22
Travel Agent	4	7	4	17	16
Brochures/Pamphlets	3	2	5	4	8
Tourism Information	2	3	5	2	-
T.V./Paper/Advertisements	2	3	5	4	2
Specific Group/Club	2	3	7	2	1
Other	2	1	1	1	1
Didn't Need Any	62	53	43	48	50

Comments: The majority of travellers indicated they didn't need any information before they went on their trip. This is especially true of those who vacationed in B.C. where 62 percent indicated they didn't need any planning information. As was discovered in the focus groups, B.C. is a "known" destination, therefore no planning information is deemed necessary.

9. Did you consider your trip to (areas named in Q.2) a holiday or just a short trip?

	Total Travellers
TOTAL RESPONSES	1090
	%
Holiday	55
Short Trip	45

9. Did you consider your trip to (areas named in Q.2) a holiday or just a short trip?

BY

2. What were the final destinations or areas that you visited during your trips?

	British Columbia	Other Canada	U.S.A.	Sun Spots	Other
TOTAL RESPONSES	1855	617	386	292	97
	%	%	%	%	%
Holiday	46	55	56	60	66
Short Trip	54	45	44	40	34

Comments: Even the normal short visits to the U.S.A. are more likely to be considered a holiday than a trip than are the visits in B.C. According to the focus group results, a holiday is relaxing, getting away from everyday things. Visits in B.C. are obviously not accomplishing these goals for most people.

10. Which member of your travel party was most responsible for choosing (areas named in Q.2)?

	Total Travellers
TOTAL RESPONSES	1097
	%
Self	53
Spouse	17
Parent	2
Child	1
Other	2
Spouse and Self	11
Friends and Relatives	13
Whole Family	1

10. Which member of your travel party was most responsible for choosing (areas named in Q.2)?

BY

2. What were the final destinations or areas that you visited during your trips?

	British Columbia	Other Canada	U.S.A.	Sun Spots	Other
TOTAL RESPONSES	1865	618	388	295	98
	%	%	%	%	%
Self	52	58	47	54	53
Spouse	17	16	17	14	12
Parent	2	2	2	2	4
Child	1	2	2	1	1
Other	2	1	1	1	2
Spouse and Self	13	11	8	13	15
Friends and Relatives	12	9	21	15	10
Whole Family	2	1	2	1	2

Comments: The nuclear family still seems to hold sway in influencing final destination choice.

11. During which month or months of the year did you visit (areas named in Q.2)? **(MULTIPLE RESPONSE)**

	Total Travellers	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
BASE	496	77	175	113	130
	%	%	%	%	%
January	8	5	9	9	9
February	9	10	8	7	10
March	15	10	15	12	21
April	18	19	19	20	14
May	17	23	21	12	12
June	20	28	18	22	16
July	36	43	41	50	38
August	41	44	41	46	35
September	33	32	33	37	28
October	20	27	17	22	19
November	6	4	9	5	2
December	9	18	12	7	9

Comments: The traditional summer holiday period remains the most popular, however, September and, to a lesser extent October and May, show some strength.

12a. How many people were in your travel party when you visited (areas named in Q.2)?

BY

Area of Residence

	Total Travellers	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
TOTAL RESPONSES	1097	185	379	266	267
	%	%	%	%	%
One	16	18	22	11	13
Two	37	35	39	33	39
Three	15	16	12	20	12
Four	18	18	13	19	23
Five or More	14	14	13	17	12
Average/Trip	2.9	2.6	2.8	3.0	3.2
Median	1.9	1.9	1.7	2.3	1.9

12a. How many people were in your travel party when you visited (areas named in Q.2)?

BY

2. What were the final destinations or areas that you visited during your trips?

	British Columbia	Other Canada	U.S.A.	Sun Spots	Other
TOTAL RESPONSES	1767	618	388	296	98
	%	%	%	%	%
One	16	22	9	13	24
Two	35	38	38	47	35
Three	16	15	21	13	18
Four	18	15	17	15	11
Five or More	15	10	16	13	11
Average/Trip	2.9	2.7	2.9	2.7	2.5
Median	2.0	1.7	2.1	1.8	1.7

12b. With whom were you travelling during your trip to (areas named in Q.2) ?

	Total Travellers
TOTAL RESPONSES	918
	%
Family	65
Friends	23
Family and Friends	10
Other People	3

13. Approximately how much money did you spend in total on your trip to (areas named in Q.2) ?

	Total Travellers	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
TOTAL RESPONSES	1029	175	352	253	249
	%	%	%	%	%
$0 - $100	17	19	20	17	13
$110 - $200	16	17	13	21	15
$210 - $300	10	8	10	12	10
$350 - $500	18	17	20	19	16
$515 - $1,000	17	14	15	12	24
$1,100 - $2,000	9	11	9	6	12
$2,000+	12	13	13	13	10
Median	$360	$360	$360	$300	$420

13. Approximately how much money did you spend in total on your trip to (areas named in Q.2)?

BY

2. What were the final destinations or areas that you visited during your trips?

	British Columbia	Other Canada	U.S.A.	Sun Spots	Other
TOTAL RESPONSES	1735	591	363	281	90
	%	%	%	%	%
$0 - $100	27	9	18	9	20
$110 - $200	18	12	17	13	4
$210 - $300	10	11	9	9	8
$350 - $500	17	24	22	14	11
$515 - $1,000	15	24	15	15	9
$1,100 - $2,000	6	12	10	14	13
$2,000+	6	9	10	26	34
Median Amount Spent	$255	$412	$405	$645	$888

Comments: The amount spent during trips in British Columbia is considerably less in total as would be expected for the trip duration is shorter, private homes are frequently used for accommodation and camping is more popular.

14a. Now I would like you to consider where you would go if you had a three day break coming up. Where would you most likely go?

	Total Sample
BASE	608
	%
British Columbia	53
Other Canada	11
U.S.A.	13
Sun Spots	11
Other	1
Nowhere	11

The definitions given below apply to Questions 14b, 15b, 16b, and 17b which describe why a particular trip destination would be selected over others.

Purely Tourism Reasons include:

- "different culture"
- "many things to do"
- "good outdoor sports"
- "tourist attractions"
- "meet new people" and
- "relaxing atmosphere".

General Reasons include:

- "close accessibility"
- "not too expensive"
- "never been there"
- "like it there" and
- "just to get away".

Negative Reasons include:

- "too short a time"
- "don't like to travel" and
- "no money".

14b. Why is that? **(MULTIPLE RESPONSE)**

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
BASE	616	100	221	135	160
	%	%	%	%	%
Visiting Friends and Relatives	33	28	27	36	43
Physical Characteristics of Area	16	15	23	13	11
Purely Tourism Reasons	52	40	58	53	50
General Reasons	38	38	41	33	37
Negative Reasons	14	20	11	13	13

14b. Why is that? **(MULTIPLE RESPONSE)**

BY

14a. Now I would like you to consider where you would go if you had a three day break coming up. Where would you most likely go?

	British Columbia	Other Canada	U.S.A.	Sun Spots	Other
BASE	320	67	80	64	4
	%	%	%	%	%
Visiting Friends and Relatives	44	64	18	9	50
Physical Characteristics of Area	23	-	18	20	-
Purely Tourism Reasons	55	52	75	77	-
General Reasons	41	37	44	52	100
Negative Reasons	1	-	-	-	-

15a. Now, where would you go for a seven day trip?

	Total Sample
BASE	606
	%
British Columbia	36
Other Canada	14
U.S.A.	10
Sun Spots	33
Other	2
Nowhere	5

b. Why is that? **(MULTIPLE RESPONSE)**

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
BASE	610	98	221	131	160
	%	%	%	%	%
Visiting Friends and Relatives	34	36	22	42	44
Physical Characteristics of Area	38	29	50	29	36
Purely Tourism Reasons	53	34	57	51	59
General Reasons	33	38	40	29	23
Negative Reasons	7	11	5	8	6

15b. Why is that? **(MULTIPLE RESPONSE)**

BY

15a. Now, where would you go for a seven day trip?

	British Columbia	Other Canada	U.S.A.	Sun Spots	Other
BASE	212	87	62	196	14
	%	%	%	%	%
Visiting Friends and Relatives	55	74	21	6	29
Physical Characteristics of Area	28	15	57	60	57
Purely Tourism Reasons	54	32	55	69	50
General Reasons	28	25	31	47	43
Negative Reasons	-	1	-	-	-

16a. Now, where would you go for a fourteen day trip?

	Total Sample
BASE	583
	%
British Columbia	11
Other Canada	15
U.S.A.	10
Sun Spots	45
Other	15
Nowhere	4

b. Why is that? **(MULTIPLE RESPONSE)**

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
BASE	588	94	214	124	156
	%	%	%	%	%
Visiting Friends and Relatives	25	27	20	32	26
Physical Characteristics of Area	53	37	60	48	55
Purely Tourism Reasons	43	39	51	36	39
General Reasons	45	43	47	41	46
Negative Reasons	5	5	3	7	5

16b. Why is that? **(MULTIPLE RESPONSE)**

BY

16a. Now, where would you go for a fourteen day trip?

	British Columbia	Other Canada	U.S.A.	Sun Spots	Other
BASE	64	87	58	264	88
	%	%	%	%	%
Visiting Friends and Relatives	38	74	26	6	33
Physical Characteristics of Area	31	14	40	86	31
Purely Tourism Reasons	48	18	45	49	56
General Reasons	34	33	47	52	52
Negative Reasons	2	-	-	-	-

17a. Now, where would you go for a trip of four weeks or longer?

	Total Sample
BASE	585
	%
British Columbia	3
Other Canada	12
U.S.A.	6
Sun Spots	20
Other	56
Nowhere	3

b. Why is that? **(MULTIPLE RESPONSE)**

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
BASE	591	92	219	122	158
	%	%	%	%	%
Visiting Friends and Relatives	27	24	29	23	29
Physical Characteristics of Area	35	24	35	35	41
Purely Tourism Reasons	48	36	60	40	44
General Reasons	48	62	42	46	51
Negative Reasons	6	7	5	8	6

17b. Why is that? **(MULTIPLE RESPONSE)**

BY

17a. Now, where would you go for a trip of four weeks or longer?

	British Columbia	Other Canada	U.S.A.	Sun Spots	Other
BASE	16	67	32	115	326
	%	%	%	%	%
Visiting Friends and Relatives	19	54	25	5	32
Physical Characteristics of Area	44	16	44	78	26
Purely Tourism Reasons	56	19	41	54	57
General Reasons	56	49	41	50	53
Negative Reasons	6	-	-	-	-

Comments: As the length of the trip increases the likelihood of B.C. being chosen decreases.

	Length of Trip in Days			
	3	7	14	28+
Location Chosen	%	%	%	%
British Columbia	53	35	11	3
Other Canada	11	14	15	12
U.S.A.	13	10	10	6
Sun Spots	11	32	45	20
Other	1	2	15	56
Nowhere	11	5	4	3

The respondents were very likely to consider travelling in B.C. for a short three day trip, but B.C. lost its appeal as the trip length increased. The conclusion is that most B.C. trips are made by car, are relatively short in duration, and do not cover long distances.

18. What is best about visiting California for a vacation? **(MULTIPLE RESPONSE)**

	Total Sample
BASE	634
	%
Visiting Family/Friends	8
Good Weather/Sunshine/Warm Climate	60
Beaches/Ocean Front	15
Different/Change/Scenery	13
Lots of Things To Do/Night Life/Shopping/Exciting	17
Disneyland/Tourist Attractions	34
Not Too Expensive/Low Costs	2
Meet New/Friendly/Interesting People	7
Never Been There/Curious/Like to See It	4
Liked It/Enjoyed Ourselves There	2
Other	3
Nothing	6
Don't Know	5

19. What is best about visiting Hawaii for a holiday? **(MULTIPLE RESPONSE)**

	Total Sample
BASE	634
	%
Visiting Family/Friends	1
Good Weather/Sunshine/Warm C imate	63
Beaches/Ocean Front	32
Different/Change/Scenery	18
Outdoors/Sports/Activities	6
Tourist Attractions	10
Different Culture/Food	6
Meet New/Friendly/Interesting People	7
Relaxing/Calm Atmosphere	15
Never Been There/Curious/Like to See It	1
Liked It/Enjoyed Ourselves There	1
Other	2
Don't Know	17

20. What is best about travelling within B.C. for a holiday? (MULTIPLE RESPONSE)

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
BASE	634	102	226	140	166
	%	%	%	%	%
Nice Scenery/Beautiful B.C.	66	63	60	76	66
Travelling Affordable/ Economical	14	18	21	9	6
Close to Home	17	16	20	14	16
Good Weather/Warm Climate	6	7	5	4	8
Good for Camping/ Fishing/Outdoor Activities	17	8	18	19	20
Lots of Things To Do	10	7	9	10	11
Vancouver/Victoria/ Shopping/Night Life	3	2	2	4	4
Visit Friends and Relatives	2	3	1	3	3
Good Accommodations/ Restaurants/Service	2	3	1	2	1
Meet Friendly/Interesting People	4	6	-	4	8
Good Roads/Highways	5	9	4	6	2
Dollar at Par/No Exchange	6	5	9	4	4
Our Province/Familiar/ Keep Money in B.C.	10	11	10	9	11
Other	1	2	1	2	-
Nothing	1	2	2	-	1
Don't Know	4	6	3	2	4

Comments: As can be seen, California has specific tourist attractions that people identify and Hawaii has the beaches, both being active and involving for the individual. B.C. has beautiful scenery which is more passive, except of course for the camping component.

21. What is worst about travelling in B.C.? **(MULTIPLE RESPONSE)**

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
BASE	634	102	226	140	166
	%	%	%	%	%
Poor/Lack of Campgrounds	3	6	4	1	2
Unpredictable Weather/ Too Much Rain/Too Cold	25	22	37	18	18
Poor Restaurants/Food/ Accommodation/Service	5	2	4	4	7
Lack of Tourist Information Available/Negative Government Support	1	-	3	-	-
Poor Ferry Service/ Expensive/Line-Ups	5	15	3	2	4
Travelling/Transportation/Hotels Expense	7	13	5	9	5
Gas is Expensive	8	10	3	9	11
General High Costs/Too Expensive	5	8	4	5	5
Bad Road Conditions/ Long/Crowded Highways	39	28	33	44	51
Don't Like Driving Long Distances/Need a Car	4	3	4	4	4
Nothing New/Seen Before/Boring	2	2	4	1	1
Other	3	4	4	3	1
Nothing	17	16	18	19	15
Don't Know	5	2	5	6	5

Comments: Vancouverites, especially, identify B.C.'s weather as a negative, whereas those people in more isolated areas indicate that travelling long distances on croweded roads in poor conditions is a major problem.

22a. For what major reasons would you decide to travel in B.C. for a vacation? (MULTIPLE RESPONSE)

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
BASE	634	102	226	140	166
	%	%	%	%	%
Visiting Friends and Relatives	17	18	16	16	17
Beautiful Scenery/Coast	18	16	19	20	16
Close to Home/Not Far to Go/Accessibility	13	10	12	15	15
Good Weather/Warm Climate	1	2	1	1	1
Outdoor Activities/ Camping	8	6	8	9	8
To See B.C./Our Province/Keep Money in B.C.	26	29	23	23	29
Vancouver/Victoria/ Shopping/Special Events	1	-	-	3	2
Inexpensive/Cheaper to Travel	15	16	19	10	12
To Relax/Just a Holiday/Get Away	2	1	2	4	2
Specific Personal Reasons/Specific Attraction	1	-	1	1	1
Friendly People	1	-	1	1	1
No Desire/Don't Want to Travel in B.C.	3	4	3	3	3

22b. Any others? **(MULTIPLE RESPONSE)**

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
BASE	634	102	226	140	166
	%	%	%	%	%
Visiting Friends and Relatives	28	30	26	31	27
Beautiful Scenery/Coast	30	25	31	33	27
Close to Home/Not Far to Go/Accessibility	20	14	20	24	18
Good Weather/Warm Climate	3	3	4	4	2
Outdoor Activities/ Camping	20	14	20	20	24
To See B.C./Our Province/Keep Money in B.C.	37	39	35	30	43
Vancouver/Victoria/ Shopping/Special Events	3	1	1	6	4
Inexpensive/Cheaper to Travel	23	26	29	16	18
To Relax/Just a Holiday/Get Away	3	1	3	5	4
Specific Personal Reasons/Specific Attraction	1	-	1	1	2
Friendly People	1	-	1	1	1
No Desire/Don't Want to Travel in B.C.	4	4	4	4	3
Other	1	-	2	1	-

Comments: The major reason for travelling in B.C. was surprising! Although scenery and beauty were important considerations, the major motivation for people to consider travelling within the Province was their feeling that they should support their own Province. This overall feeling was based on an analgam of pride in their Province, the convenience, the reduced cost, and a feeling that they could know more about the Province.

23a. For what major reasons would you decide NOT to travel within B.C. for a vacation? **(MULTIPLE RESPONSE)**

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
BASE	634	102	226	140	166
	%	%	%	%	%
Poor Weather/Cold	16	22	20	10	13
Poor/Limited/Restaurants/Accommodation/Service	1	-	1	1	2
Lack of Money	4	5	4	1	4
Poor Ferry Service/Expensive/Line-Ups	1	4	1	-	-
Travelling/Transportation/Hotels/Is Expensive	5	3	4	6	5
Gas is Expensive	2	2	2	3	2
Generally Expensive	1	1	-	3	2
Dislike Winding Roads/Dangerous Highways/Crowded	7	2	4	7	13
Too Much Driving/Too Far to Travel/Need a Car	1	-	2	1	2
Nothing New/Familiar With/Have Seen Before	8	5	9	7	10
Not Exciting/Not for Me/Prefer Other Places	19	31	16	14	19
No Reason Not to Travel in B.C.	31	24	34	41	23
Other	2	2	2	1	1
Don't Know	3	1	1	4	5

23b. Any others? **(MULTIPLE RESPONSE)**

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
BASE	634	102	226	140	166
	%	%	%	%	%
Poor Weather/Cold	20	27	23	14	16
Poor/Limited/Restaurants/Accommodation/Service	2	1	2	1	2
Lack of Money	4	5	5	2	5
Poor Ferry Service/Expensive/Line-Ups	1	5	1	-	-
Travelling/Transportation/Hotels/Is Expensive	7	5	7	7	7
Gas is Expensive	4	3	3	4	5
Generally Expensive	2	2	-	3	4
Dislike Winding Roads/Dangerous Highways/Crowded	12	6	9	14	18
Too Much Driving/Too Far to Travel/Need a Car	3	2	4	1	4
Nothing New/Familiar With/Have Seen Before	10	6	14	8	11
Not Exciting/Not for Me/Prefer Other Places	23	32	21	17	24
No Reason Not to Travel in B.C.	31	24	34	41	23
Other	2	2	3	1	3
Don't Know	3	1	1	5	5

Comments: The major reasons for not travelling within the Province revolved around both controllable and uncontrollable variables. The uncontrollable factors included the weather, the long distances needed to be travelled over, and treacherous highways. There was a strong opinion that B.C. does not offer holiday destinations that have the excitement associated with out-of-Province or out-of-country resort areas. This opinion was strongest in the urban areas. Urban respondents, as compared to rural respondents, indicated that outdoor activities are less enjoyable.

24a. How many holidays do you plan to take in the next twelve months?

	BASE	Average Number of Holidays
Total Sample	626	1.8
Vancouver Island	101	1.8
G.V.R.D.	200	1.8
Southwestern B.C.	* 26	1.8
Okanagan/Similkimeen	50	2.0
Kootenay/Boundary	47	1.9
Thompson Country	33	1.6
Cariboo/Chilcotin	50	1.1
Yellowhead	45	1.6
Peace River/Alaska Hwy	33	1.7
B.C. Rockies	41	2.9

* Caution: Base is small and analysis may be inaccurate.

b. How long will the first one be?
How long will the second one be?
How long will the third one be?
(AVERAGE GIVEN IN DAYS)

	BASE	Total Sample
1st Holiday	507	15.3 days
2nd Holiday	272	14.0 days
3rd Holiday	136	12.3 days

Comments As Taken From Q.25:

There is general agreement that:

- There are many interesting places to visit in B.C. and each part of the Province has a different character.
- People in general enjoy outdoor activities.
- People are aware of B.C., but they would like to find out more if the information is of interest to them.
- Vacations in B.C. are not boring (a reflection of pride perhaps).
- British Columbians should travel more in B.C., the Province is a place for young families to vacation in, and B.C. offers unique travel experiences.
- You can't rely on the weather in B.C. to be good for your holidays.
- B.C. vacations are generally cheaper and tourists get value for their money in B.C.
- People from urban areas are somewhat more likely to prefer vacationing in cities.
- The majority of Vancouverites agree that Vancouver is B.C.'s major tourist attraction. The rest of the Province, Vancouver Island in particular, does not agree as strongly that Vancouver is the major tourist attraction in B.C.
- There is a slight amount of agreement that B.C. offers beautiful scenery, but has little else to offer tourists.
- B.C. is seen as a place that a seasoned traveller could find interesting.

25. Now I would like you to tell me how much you agree or disagree with the following statements using a scale of 1 to 5. **ONE** means you totally disagree, **TWO** means you somewhat disagree, **THREE** you neither agree nor disagree, **FOUR** means you somewhat agree, and **FIVE** means you totally agree with the statement. Now here is the first statement.

NOTE: The median is a statistical measure used to determine the middle value in a set of numbers arranged according to magnitude. The greater the median the greater the level of agreement. The median is based on the proportions after "don't know" and "refused" responses have been removed.

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
	%	%	%	%	%
a. Vacations in B.C. are probably cheaper in the long run than in other areas.					
Totally Disagree	8	13	6	9	6
Disagree	12	8	12	12	16
Neutral	28	25	22	33	34
Agree	25	25	28	21	25
Totally Agree	27	30	32	25	20
Median	3.1	3.2	3.4	2.9	2.8
b. I feel I know a lot about British Columbia.					
Totally Disagree	6	5	8	5	6
Disagree	13	17	17	10	9
Neutral	22	28	20	23	21
Agree	33	31	31	36	36
Totally Agree	25	20	25	26	28
Median	3.3	3.0	3.2	3.3	3.4
c. Essentially, vacations in B.C. are boring.					
Totally Disagree	60	64	56	64	60
Disagree	21	16	20	24	24
Neutral	11	12	12	7	11
Agree	4	4	7	3	3
Totally Agree	4	5	5	2	2
Median	0.8	0.8	0.9	0.8	0.8

25. continued...

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
	%	%	%	%	%
d. British Columbian's should travel more in their home Province.					
Totally Disagree	4	4	4	3	7
Disagree	6	7	5	8	5
Neutral	22	19	25	17	25
Agree	23	22	23	22	27
Totally Agree	44	49	43	50	36
Median	3.8	3.9	3.7	4.0	3.5
e. British Columbia has beautiful scenery, but has little else to offer tourists.					
Totally Disagree	33	31	28	44	33
Disagree	24	20	27	20	28
Neutral	16	19	16	17	12
Agree	17	21	17	14	16
Totally Agree	10	10	12	4	11
Median	1.7	2.0	1.8	1.3	1.6
f. B.C. is a place for young families to vacation in.					
Totally Disagree	4	6	3	3	3
Disagree	7	6	6	5	9
Neutral	16	24	15	14	16
Agree	28	26	29	27	27
Totally Agree	46	39	47	51	45
Median	3.8	3.5	3.9	4.0	3.8

25. continued...

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
	%	%	%	%	%
g. I find travelling in other areas more interesting than travelling in B.C.					
Totally Disagree	22	26	18	20	26
Disagree	23	18	21	31	22
Neutral	29	27	32	27	29
Agree	14	20	15	11	13
Totally Agree	12	9	14	11	10
Median	2.2	2.2	2.3	2.0	2.1
h. I prefer to vacation in cities rather than in the outdoors.					
Totally Disagree	43	50	35	50	42
Disagree	18	20	16	20	18
Neutral	20	12	28	14	19
Agree	9	10	8	11	8
Totally Agree	10	9	12	5	13
Median	1.4	1.0	2.0	1.0	1.4
i. Vancouver is the major tourist attraction in B.C.					
Totally Disagree	21	37	15	23	19
Disagree	21	24	17	21	25
Neutral	18	17	13	24	21
Agree	19	12	23	21	15
Totally Agree	21	11	32	11	21
Median	2.4	1.5	3.2	2.3	2.3

25. continued...

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
	%	%	%	%	%
j. Tourists get value for their money in B.C.					
Totally Disagree	8	9	7	6	10
Disagree	13	10	15	12	14
Neutral	33	39	31	30	33
Agree	26	25	26	27	26
Totally Agree	20	18	21	25	17
Median	2.9	2.8	2.9	3.1	2.8
k. B.C. offers unique travel experiences.					
Totally Disagree	2	3	3	1	1
Disagree	6	8	5	4	7
Neutral	17	14	18	16	19
Agree	33	33	28	36	38
Totally Agree	41	42	45	43	35
Median	3.8	3.8	3.9	3.8	3.6
l. It can be difficult to find reasonably priced accommodation in B.C.					
Totally Disagree	14	17	14	12	15
Disagree	20	21	22	20	19
Neutral	30	21	34	33	29
Agree	20	20	18	22	20
Totally Agree	16	21	13	14	17
Median	2.5	2.5	2.4	2.5	2.6

25. continued...

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
	%	%	%	%	%
m. B.C.'s restaurants are of high quality.					
Totally Disagree	4	5	4	4	4
Disagree	11	10	10	13	11
Neutral	36	32	30	42	43
Agree	31	28	35	30	29
Totally Agree	17	25	22	11	12
Median	3.0	3.1	3.2	2.8	2.8
n. You can't rely on the weather in B.C. to be good for your holidays.					
Totally Disagree	7	7	5	11	8
Disagree	13	16	9	14	15
Neutral	21	20	16	27	24
Agree	27	28	27	28	27
Totally Agree	31	30	43	20	27
Median	3.3	3.3	3.7	2.9	3.1
o. Each part of British Columbia has a different character.					
Totally Disagree	1	2	1	-	1
Disagree	3	3	4	2	4
Neutral	9	8	10	9	8
Agree	29	28	29	33	27
Totally Agree	58	60	56	56	61
Median	4.1	4.2	4.1	4.1	4.2

25. continued...

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
	%	%	%	%	%
p. I would like to get to know more about B.C.					
Totally Disagree	5	6	6	2	5
Disagree	4	4	5	4	4
Neutral	13	17	15	6	16
Agree	27	25	25	30	27
Totally Agree	51	49	49	58	49
Median	4.0	3.9	4.0	4.1	3.9
q. B.C. is not a place for seasoned travellers to visit.					
Totally Disagree	43	44	45	38	45
Disagree	25	22	24	30	24
Neutral	18	17	20	13	19
Agree	9	12	8	9	8
Totally Agree	5	6	4	9	3
Median	1.3	1.3	1.2	1.4	1.2
r. I enjoy outdoor activities.					
Totally Disagree	2	5	3	-	1
Disagree	3	4	4	3	2
Neutral	8	5	10	7	6
Agree	24	24	25	25	23
Totally Agree	63	62	58	65	68
Median	4.2	4.2	4.1	4.2	4.3

25. continued...

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
	%	%	%	%	%
s. The tourist industry in B.C. is more interested in making money than in providing good service.					
Totally Disagree	12	12	13	12	13
Disagree	17	13	20	18	16
Neutral	38	30	40	41	37
Agree	18	21	16	18	18
Totally Agree	15	25	11	12	16
Median	2.6	2.8	2.4	2.5	2.6
t. There are many interesting places to visit in B.C.					
Totally Disagree	-	2	-	-	-
Disagree	1	1	2	1	1
Neutral	6	6	7	6	4
Agree	22	18	23	22	25
Totally Agree	71	74	68	71	71
Median	4.3	4.3	4.3	4.3	4.3
u. Staying in a motor home or camping is not my idea of a great holiday.					
Totally Disagree	44	52	40	49	40
Disagree	16	16	15	19	17
Neutral	13	9	14	14	15
Agree	9	5	11	9	8
Totally Agree	18	18	20	10	20
Median	1.4	1.0	1.7	1.0	1.6

26a. Do you consider a two-day weekend trip to be a holiday?
(HORIZONTAL PERCENTAGES)

		Weekend Trip a Holiday	
		Yes	No
	BASE	%	%
Total Sample	633	43	57
Vancouver Island	102	46	54
G.V.R.D.	199	45	55
Southwestern B.C.	* 26	54	46
Okanagan/Similkimeen	50	48	52
Kootenay/Boundary	47	47	53
Thompson Country	33	55	45
Cariboo/Chilcotin	50	36	64
Yellowhead	48	27	73
Peace River/Alaska Hwy	35	31	69
B.C. Rockies	43	42	58

* Caution: Base is small and analysis may be inaccurate.

26b. Why is that? **(MULTIPLE RESPONSE)**

BY

26a. Do you consider a two-day weekend trip to be a holiday?

	Two Day Trip a Holiday	
	Yes	No
BASE	274	359
	%	%
Getting Away	91	1
Only Get Short Trips	6	-
Too Short A Time	2	92
Driving Takes Time	-	9
Other	1	1

Comments: The majority of respondents (57 percent) did not consider a two day trip to be a holiday. A two day trip is too short a time for them to achieve their goal of relaxation.

26b. Why is that? **(MULTIPLE RESPONSE)**

	Total Sample	Vancouver Island	G.V.R.D.	South Western B.C.	Okanagan/ Similkameen	Kootenay/ Boundary	Thompson Country	Cariboo/ Chilcotin	Yellowhead	Peace River/ Alaska Highway	B.C. Rockies
BASE	634	102	199	26*	50	47	33	50	48	35	43
	%	%	%	%	%	%	%	%	%	%	%
Getting Away	40	44	44	54	40	38	52	36	25	31	28
Only Get Short Trips	3	1	1	-	4	9	3	2	2	3	9
Too Short A Time	53	49	51	46	54	51	39	58	69	63	56
Driving Takes Time	5	5	7	4	-	-	6	4	2	9	9
Other	1	1	1	-	-	2	-	2	2	-	2

* Caution: Base is small and analysis may be inaccurate.

27a. Please tell me, have you participated in any of the following activities during the last year? **(MULTIPLE RESPONSE)**

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
BASE	634	102	226	140	166
	%	%	%	%	%
Hiking	55	60	51	59	53
Scuba Diving	4	8	4	4	1
Lake or Stream Fishing	52	43	37	68	64
Salt Water Fishing	28	53	28	16	24
Visit a Museum	70	78	70	71	63
Hunting	19	13	6	26	36
Cross-Country Skiing	20	8	16	29	26
Downhill Skiing	26	24	28	29	22

Comments: Outdoor sports and recreation is much more likely to be enjoyed in less urban areas, except for downhill skiing.

b. Number of Times Cross-Country Skied

c. Number of Times Downhill Skied

	b Cross-Country Skied	c Downhill Skied
BASE	125	160
	%	%
Once	8	12
Twice	13	10
Three Times	12	7
Four Times	10	9
Five Times	5	8
Six Times	13	9
Seven or More Times	39	45
Average Number of Times	11	12

28a. Have you ever skied cross-country?

	Total Sample
BASE	508
	%
Yes	29
No	71

b. **IF YES:** Why have you not skied cross-country in the last year? **(MULTIPLE RESPONSE)**

	Total Non-Skiers
BASE	144
	%
Lack of Time	30
Don't Have Equipment	15
Change of Lifestyle/No One to Go With	18
Lack of Money/Too Expensive	8
Prefer Downhill/More Exciting	8
Too Old/Physically Unable to Ski	14
No Interest/Don't Like It	12
Other	12

29. Do you plan to take up cross-country skiing in the future?

	Total Sample
BASE	361
	%
Yes	21
No	79

30a. Have you ever been downhill skiing?

	Total Sample
BASE	468
	%
Yes	36
No	64

b. **IF YES:** Why have you not been downhill skiing in the last year? **(MULTIPLE RESPONSE)**

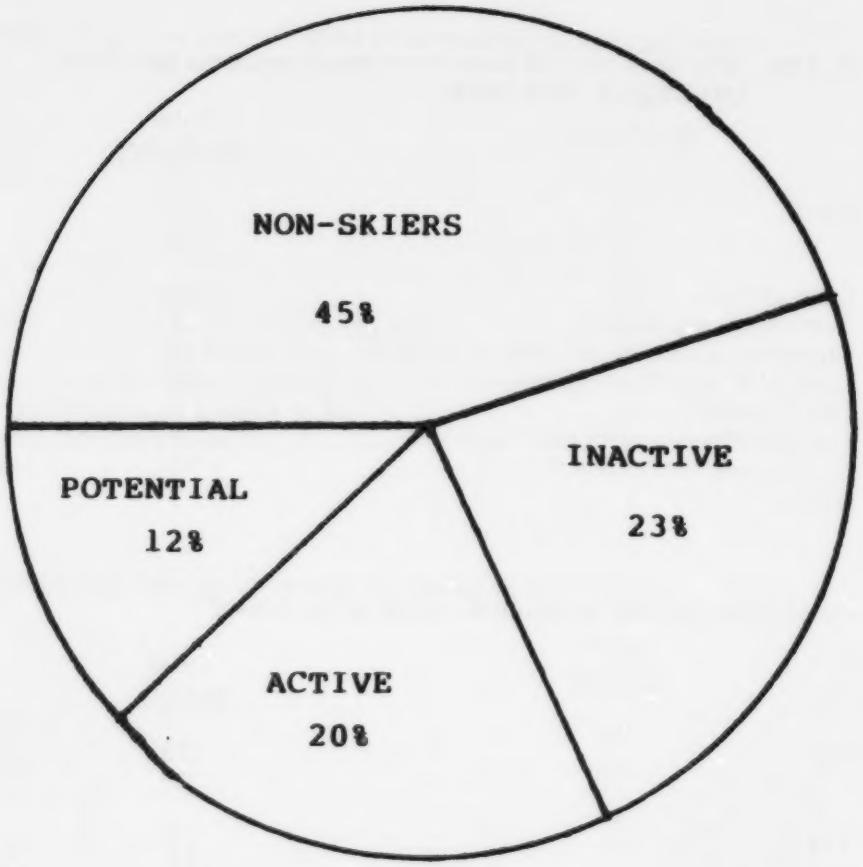
	Total Non-Skiers
BASE	167
	%
Lack of Time	20
Don't Have Equipment	7
Change of Lifestyle/No One to Go With	12
Lack of Money/Too Expensive	29
Too Crowded	6
Too Old/Physically Unable to Ski	18
No Interest/Don't Like It	30
Other	2

31. Do you plan to take up downhill skiing in the future?

	Total Sample
BASE	298
	%
Yes	12
No	88

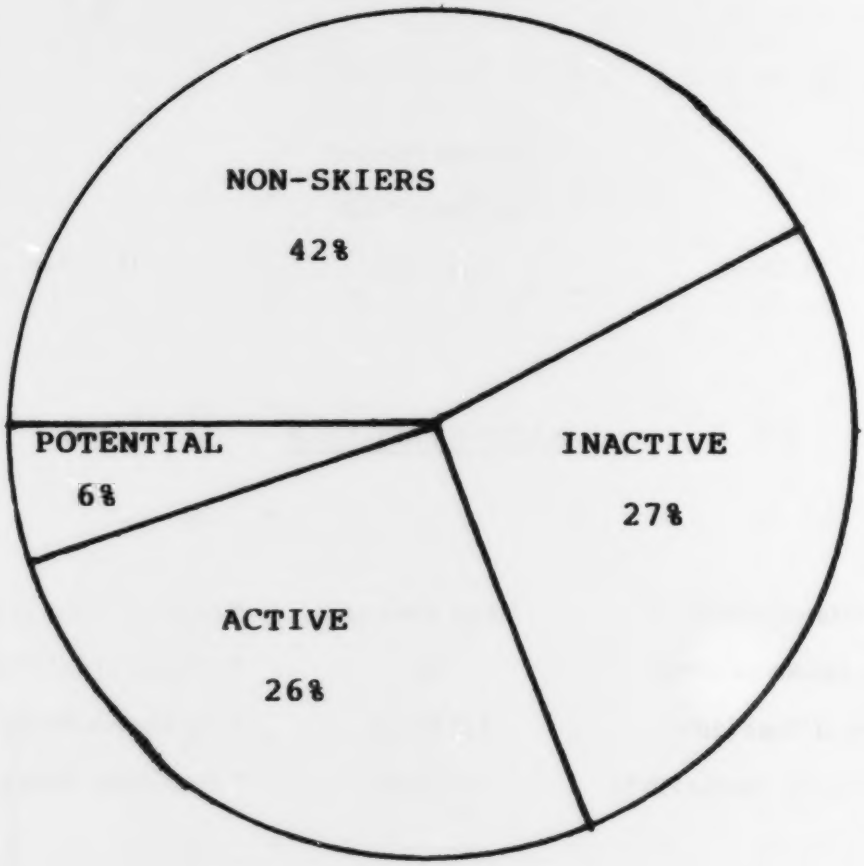
CROSS-COUNTRY SKIING

Population Profile



DOWNHILL SKIING

Population Profile



PROFILE OF BRITISH COLUMBIAN SKIERS

DOWNHILL		CROSS-COUNTRY
26%	ACTIVE LAST YEAR	20%
12 times	Average Number of Times Skied Last Year	11 times
27%	INACTIVE LAST YEAR	23%
• No Interest (30%) • Too Expensive (29%) • Lack of Time (20%) • Physically Unable (18%)	Major Reasons for Not Skiing Last Year	• Lack of Time (30%) • Change of Life-Style (18%) • No Equipment (15%) • Physically Unable (14%)
6%	POTENTIAL MARKET	12%

32a. People have identified the following factors as important when deciding to take a trip. Would you please tell me how important each one is for you by rating them on a scale of 1 to 10. If you give a rating of **one** you mean that this reason is not at all important to you, a **two** means it is a little more important, up to **ten** which means this reason is of extreme importance to you. Now here is the first reason:

NOTE: The median is a statistical measure used to determine the middle value in a set of numbers arranged according to magnitude. The greater the median the greater the importance of the statement. The median is based on the proportions after "don't know" and "refused" responses have been removed.

		Not At All Important									Extremely Important	Median
		1	2	3	4	5	6	7	8	9	10	
		%	%	%	%	%	%	%	%	%	%	
a.	To lie in the Sun and relax.	13	4	7	5	16	4	10	15	6	20	6.1
b.	To travel to places where I feel secure.	5	5	5	3	13	5	10	17	7	30	7.2
c.	To participate in favorite sports and activities.	7	6	5	5	15	7	12	18	7	18	6.4
d.	To try new and different experiences and life-styles.	4	2	2	3	12	7	13	22	10	26	7.3
e.	To learn about another country's way of life.	2	1	4	3	9	6	11	17	14	33	7.8
f.	To attend entertainment events such as live plays and theatre.	10	6	8	8	16	7	14	14	6	12	5.3
g.	To enjoy the outdoors.	1	1	1	2	6	6	10	17	15	42	8.4
h.	To visit cultural centres such as museums and art galleries.	4	4	5	6	17	13	15	16	8	12	6.1

32a. continued...

		Not At All Important 1	2	3	4	5	6	7	8	9	Extremely Important 10	Median
		%	%	%	%	%	%	%	%	%	%	
i.	Just to get away from demands at home for a while.	3	2	2	3	8	5	8	13	10	46	8.6
j.	To attend educational events or seminars.	15	10	9	9	18	8	11	10	3	7	4.4
k.	To visit important historic places.	2	3	4	7	15	10	15	20	8	16	6.6
l.	To be together as a family.	3	1	2	2	5	3	6	13	10	56	9.1
m.	To have fun and be entertained.	1	1	2	2	6	7	9	19	13	41	8.2
n.	Going to places where I have never been before.	1	1	1	1	5	3	8	18	14	48	8.9

32b. Of those you have given a rating of eight or nine, which were (read those with rating of 8 or more), which would you say is the most important?

	Total Sample	Vancouver Island	G.V.R.D.	South Western B.C.	Okanagan/ Similkameen	Kootenay/ Boundary	Thompson Country	Cariboo/ Chilcotin	Yellowhead	Peace River/ Alaska Highway	B.C. Rockies
BASE	627	102	197	26*	50	47	33	47	48	35	42
	%	%	%	%	%	%	%	%	%	%	%
a. To lie in the Sun and relax.	4	3	7	-	6	2	-	2	6	3	-
b. To travel to places where I feel secure.	4	4	4	-	2	9	-	2	6	3	2
c. To participate in favorite sports and activities.	2	3	1	-	6	-	3	11	-	3	-
d. To try new and different experiences and life-styles.	6	5	7	12	8	6	6	2	4	-	5
e. To learn about another country's way of life.	5	9	3	4	4	4	9	6	2	6	7
f. To attend entertainment events such as live plays and theatre.	1	-	2	-	-	-	-	-	2	-	-
g. To enjoy the outdoors.	6	3	7	8	10	9	9	2	2	6	5

32b. continued...

		Total Sample	Vancouver Island	G.V.R.D.	South Western B.C.	Okanagan/ Similkameen	Kootenay/ Boundary	Thompson Country	Cariboo/ Chilcotin	Yellowhead	Peace River/ Alaska Highway	B.C. Rockie
	BASE	627	102	197	26*	50	47	33	47	48	35	42
		%	%	%	%	%	%	%	%	%	%	%
h.	To visit cultural centres such as museums and art galleries.	1	-	3	8	-	2	-	-	-	-	-
i.	Just to get away from demands at home for a while.	12	11	15	19	8	6	3	13	10	9	12
j.	To attend educational events or seminars.	1	1	2	8	-	-	-	-	-	-	-
k.	To visit important historic places.	1	3	2	-	2	-	-	-	-	-	-
l.	To be together as a family.	38	40	28	23	30	47	42	45	54	54	55
m.	To have fun and be entertained.	6	5	7	8	6	11	6	6	2	6	2
n.	Going to places where I have never been before.	13	14	14	12	18	4	21	10	10	11	12

* Caution: Base is small and analysis may be inaccurate.

Comments: When British Columbians decide to take a holiday the single most important factor is to be together as a family. Of somewhat less importance is visiting new destinations, and just getting away from the demands of home.

33. In your opinion what changes would have to be made in British Columbia that would make you want to travel more within the Province?
(MULTIPLE RESPONSE)

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
BASE	634	102	226	140	166
	%	%	%	%	%
More/Improve Public Transportation	6	6	8	3	5
More/Better Tourist Information	9	9	12	9	6
More Tourist Attractions	8	9	9	6	9
More/Better/Cleaner Parks	2	1	3	1	2
Improve/More Camping Facilities	10	12	12	6	9
Improve/More Accommodation/Restaurants	6	5	10	4	4
More Reasonably Priced Accommodation	14	23	15	13	8
Cheaper Gasoline	11	13	8	11	15
Cheaper Air Fares/ Ferry Rates	6	13	4	4	7
Cheaper Restaurants/ Food	2	2	1	4	2
Other General/Cheaper	4	2	1	8	5
Better/More Highways/ Roads	22	16	19	16	33
Friendlier Service/ Atmosphere	5	6	4	6	4
Change in Economy/Job Situation	4	5	3	7	3
Better Weather	2	2	4	-	2
Other	4	8	3	2	3
No Changes Necessary	18	16	20	17	16
Don't Know	9	5	8	13	10

33. continued...

Comments: The most often mentioned improvements related to improving transportation links, especially from the Northern Interior.

Reduced accommodation costs were also a concern. This would indicate that air and hotel packages at reasonable prices to destinations within the Province may be quickly and enthusiastically received. The increased seat utilization caused by the recent lowering of the Vancouver - Okanagan airfares attest to this possibility.

Coupled with better information dissemination, changes in transportation links and the costs associated with travelling intra-Provincially could have specific positive results.

34. I am now going to read a list of suggested changes that could be considered. Would you please tell me if these changes were introduced would you:

- definitely NOT travel more than presently in British Columbia
- be unlikely to travel more
- perhaps travel more
- be quite likely to travel more or
- definitely travel more in British Columbia

Now here is the first suggestion.

NOTE: The median is a statistical measure used to determine the middle value in a set of numbers arranged according to magnitude. The greater the median the greater the likelihood of travelling more within British Columbia. The median is based on the proportions after "don't know" and "refused" responses have been removed.

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
	%	%	%	%	%
a. Short, well priced, packaged holidays in B.C. cities including transportation, hotels, and meals.					
Definitely NOT Travel More	18	25	17	16	16
Unlikely to Travel More	16	17	14	18	18
Perhaps Travel More	20	11	24	24	17
Quite Likely Travel More	22	22	22	18	25
Definitely Travel More	24	25	23	24	24
Median	2.8	2.7	2.8	2.7	2.9

34. continued...

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
	%	%	%	%	%
b. Improving the level of service in British Columbia's tourism industry.					
Definitely NOT Travel More	9	11	7	6	14
Unlikely to Travel More	18	14	20	17	17
Perhaps Travel More	31	27	32	37	27
Quite Likely Travel More	25	31	25	23	22
Definitely Travel More	18	17	17	17	21
Median	2.7	2.9	2.7	2.7	2.7
c. The introduction of "bed and breakfast" accommodation in addition to present hotels and motels.					
Definitely NOT Travel More	19	20	18	19	21
Unlikely to Travel More	21	16	17	26	25
Perhaps Travel More	20	22	21	20	16
Quite Likely Travel More	22	22	26	20	20
Definitely Travel More	17	21	18	14	18
Median	2.5	2.6	2.7	2.3	2.3
d. Improve the quality of government camping facilities.					
Definitely NOT Travel More	19	28	20	12	16
Unlikely to Travel More	14	13	14	19	10
Perhaps Travel More	15	15	18	12	15
Quite Likely Travel More	20	16	17	25	23
Definitely Travel More	32	29	31	31	36
Median	3.1	2.6	2.9	3.3	3.4

34. continued...

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
	%	%	%	%	%
e. Increase the number of camp sites.					
Definitely NOT Travel More	18	24	21	11	17
Unlikely to Travel More	14	15	13	16	13
Perhaps Travel More	14	11	15	16	15
Quite Likely Travel More	20	17	19	22	21
Definitely Travel More	33	34	32	34	34
Median	3.2	3.0	3.1	3.3	3.2
f. Reduce the cost of accommodation.					
Definitely NOT Travel More	5	6	3	3	8
Unlikely to Travel More	7	5	9	7	5
Perhaps Travel More	14	14	12	17	15
Quite Likely Travel More	26	21	30	26	26
Definitely Travel More	47	55	46	47	45
Median	3.9	4.1	3.9	3.9	3.8
g. Increase the number of cultural and interest attractions.					
Definitely NOT Travel More	11	12	11	5	16
Unlikely to Travel More	14	13	13	16	15
Perhaps Travel More	25	23	23	29	25
Quite Likely Travel More	27	30	29	28	24
Definitely Travel More	22	23	24	22	21
Median	3.4	3.1	3.1	3.0	2.8

34. continued...

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
	%	%	%	%	%
h. Make more activities available for children under 15 years of age.					
Definitely NOT Travel More	25	34	30	14	24
Unlikely to Travel More	15	16	13	21	11
Perhaps Travel More	16	10	19	21	13
Quite Likely Travel More	18	14	15	22	23
Definitely Travel More	25	27	23	22	30
Median	2.6	2.0	2.4	2.7	3.1
i. Improve the information available on tourist attractions in the Province.					
Definitely NOT Travel More	7	10	5	5	11
Unlikely to Travel More	13	15	11	15	11
Perhaps Travel More	19	14	22	20	19
Quite Likely Travel More	27	26	25	30	27
Definitely Travel More	34	36	37	30	31
Median	3.4	3.4	3.5	3.3	3.3

Comments: Reducing the cost of accommodation was the most often mentioned change that would likely result in residents travelling more within the Province. Other changes that could quite conceivably result in increased intra-Provincial travel include the following: increasing the number of cultural and interest attractions, increasing the number of camp sites, and improving the quality of government camping facilities.

34. I am now going to read a list of suggested changes that could be considered. Would you please tell me if these changes were introduced would you:

- definitely NOT travel more than presently in British Columbia
- be unlikely to travel more
- perhaps travel more
- be quite likely to travel more or
- definitely travel more in British Columbia

Now here is the first suggestion.

NOTE: The median is a statistical measure used to determine the middle value in a set of numbers arranged according to magnitude. The greater the median the greater the likelihood of travelling more within British Columbia. The median is based on the proportions after "don't know" and "refused" responses have been removed.

BY

Life Cycles

	Single No Children	Single With Children	18-34 Married No Children	35+ Married No Children	18-34 Married With Children	35+ Married With Children
BASE	173	46	39	130	116	125
	%	%	%	%	%	%
a. Short, well priced, packaged holidays in B.C. cities including transportation, hotels, and meals.						
Definitely NOT Travel More	17	11	18	22	17	16
Unlikely to Travel More	16	13	8	12	16	25
Perhaps Travel More	17	26	23	18	27	18
Quite Likely Travel More	18	24	31	22	23	25
Definitely Travel More	31	26	21	27	16	16
Median	3.0	3.0	3.0	2.9	2.6	2.5
b. Improving the level of service in British Columbia's tourism industry.						
Definitely NOT Travel More	8	7	13	9	10	11
Unlikely to Travel More	19	11	18	13	20	20
Perhaps Travel More	27	35	36	32	30	31
Quite Likely Travel More	24	26	18	26	27	24
Definitely Travel More	22	22	15	19	13	13
Median	2.9	2.9	2.5	2.9	2.7	2.6

34. **BY** Life Cycles continued...

	Single No Children	Single With Children	18-34 Married No Children	35+ Married No Children	18-34 Married With Children	35+ Married With Children
BASE	173	46	39	130	116	125
	%	%	%	%	%	%
c. The introduction of "bed and breakfast" accommodation in addition to present hotels and motels.						
Definitely NOT Travel More	13	15	21	19	22	27
Unlikely to Travel More	16	24	26	19	23	27
Perhaps Travel More	20	22	13	19	21	21
Quite Likely Travel More	27	15	28	22	23	15
Definitely Travel More	23	24	13	22	11	9
Median	3.0	2.5	2.2	2.6	2.2	1.9
d. Improve the quality of government camping facilities.						
Definitely NOT Travel More	18	17	21	24	10	22
Unlikely to Travel More	12	13	8	15	18	15
Perhaps Travel More	16	15	18	15	14	14
Quite Likely Travel More	25	24	15	12	22	21
Definitely Travel More	28	30	39	35	36	28
Median	3.2	3.2	3.2	2.7	3.4	2.9
e. Increase the number of camp sites.						
Definitely NOT Travel More	20	24	21	24	7	18
Unlikely to Travel More	12	9	8	13	21	15
Perhaps Travel More	13	28	21	15	10	13
Quite Likely Travel More	26	13	23	10	23	21
Definitely Travel More	28	26	28	39	39	33
Median	3.2	2.6	3.0	2.9	3.5	3.2

34. BY Life Cycles continued...

	Single No Children	Single With Children	18-34 Married No Children	35+ Married No Children	18-34 Married With Children	35+ Married With Children
BASE	173	46	39	130	116	125
	%	%	%	%	%	%
f. Reduce the cost of accommodation.						
Definitely NOT Travel More	2	-	5	7	4	7
Unlikely to Travel More	5	13	5	5	5	10
Perhaps Travel More	15	7	15	12	15	18
Quite Likely Travel More	26	20	31	23	31	26
Definitely Travel More	52	61	44	53	45	39
Median	4.0	4.2	3.8	4.1	3.8	3.6
g. Increase the number of cultural and interest attractions.						
Definitely NOT Travel More	12	9	13	15	7	11
Unlikely to Travel More	8	13	13	9	17	26
Perhaps Travel More	27	22	15	26	24	25
Quite Likely Travel More	30	37	39	26	25	20
Definitely Travel More	23	20	21	24	27	18
Median	3.1	3.2	3.2	3.0	3.1	2.5
h. Make more activities available for children under 15 years of age.						
Definitely NOT Travel More	33	22	28	40	7	18
Unlikely to Travel More	14	13	18	17	10	18
Perhaps Travel More	19	20	21	14	11	17
Quite Likely Travel More	12	24	23	9	33	19
Definitely Travel More	22	22	10	21	39	29
Median	2.2	2.8	2.2	1.6	3.7	2.8

34. BY Life Cycles continued..

	Single No Children	Single With Children	18-34 Married No Children	35+ Married No Children	18-34 Married With Children	35+ Married With Children
BASE	173	46	39	130	116	125
	%	%	%	%	%	%
i. Improve the information available on tourist attractions in the Province.						
Definitely NOT Travel More	5	7	10	9	3	11
Unlikely to Travel More	11	13	8	17	14	10
Perhaps Travel More	22	28	15	23	10	20
Quite Likely Travel More	27	24	39	21	32	26
Definitely Travel More	35	28	28	31	41	32
Median	3.4	3.1	3.4	3.0	3.7	3.4

Comments: Packaged holidays would appeal to younger individuals with or without children. They would find packaged holidays attractive and they would like to see improvements made in the level of service at government campsites, reduced costs of accommodation (as would people in all stages of their life-style), and improved availability of information on travel.

People 18 - 34 with children would be very interested in activities for their children.

Respondents who were single or married with no children were similar, for they were quite apathetic towards all the propositions, except wanting improved sources of information.

35. How many times have you stayed in a camp site in British Columbia within the last two years?

	Total Sample
BASE	634
	%
Zero	40
One	6
Two	9
Three or More	45

36. **IF ONE ONLY ASK:** Was this a private or government camp site?

	Total One Time Campers
BASE	40
	%
Private	34
Government	66

37. **IF TWO OR MORE ASK:** How many of these were government camp sites?

	Total Two or More Time Campers
BASE	343
	%
Zero	6
One	11
Two	18
Three or More	63
Don't Know	2

Comments: Those people who camp on a regular basis choose government campsites much more frequently than those who go camping once per year.

38. How do government camp sites compare with those that are privately operated? **(MULTIPLE RESPONSE)**

BASE	Total Campers 382 %	
	Government Sites	Private Sites
Cleaner	25	7
Not As Crowded	7	3
Cheaper	10	3
More Peaceful	12	2
Friendlier	6	4
In Better/More Locations	9	2
More Natural/Less Commercialized	9	1
More/Better Facilities	13	27
More Security/Supervision	2	1
Other Positive	1	1
No Difference	7	

Comments: Government campsites are believed to be cleaner, somewhat less expensive, more peaceful, more accessible, and are naturally less commercial. The commercial sites are considered to have better facilities by a two to one ratio.

CAMPER PROFILE

Overall, respondents throughout the Province indicated they were likely to travel more, intra-Provincially, if the quality of government camping facilities were improved, and if the number of government campsites were increased.

Use of government campsites:

	Total Sample	Types of Campsites Used	
		Government	Private
Non-Campers	40%		
One Time Campers	6%	66%	34%
Two Time Campers	9%	94%	6%
Three or More Times	45%		

Ninety-four percent of those who camped two or more times during the past year made use of at least one government campsite. The majority (63%) used government campsites for all of their camping trips.

Combining the results for all campers, it appears that 54 percent of the total sample have stayed in at least one government campsite in the past year.

39. **Now I am going to read a list of facilities and services that could be offered at government camp sites. Would you please rate their importance to you, using a 1 to 5 scale. ONE means it is totally unimportant, up to FIVE which means it is extremely important. Now here is the first consideration.**

NOTE: The median is a statistical measure used to determine the middle value in a set of numbers arranged according to magnitude. The greater the median the greater the importance of the given variable. The median is based on the proportions after "don't know" and "refused" responses have been removed.

	Total Campers	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
BASE	383	60	126	92	105
	%	%	%	%	%
Hot and cold showers.					
Totally Unimportant	8	13	7	7	7
2	6	8	2	7	9
3	11	13	7	14	12
4	18	15	20	21	16
Extremely Important	57	50	64	52	56
Median	4.1	4.0	4.2	4.0	4.1
Flush toilets.					
Totally Unimportant	10	15	10	5	11
2	8	12	5	9	10
3	18	18	15	15	23
4	17	15	18	21	13
Extremely Important	47	40	52	50	43
Median	3.8	3.3	4.0	4.0	3.5
Facilities for washing clothes.					
Totally Unimportant	18	23	16	22	15
2	19	27	14	20	18
3	30	22	29	35	30
4	15	12	19	8	20
Extremely Important	18	17	21	16	17
Median	2.4	2.0	2.7	2.2	2.6

39. continued...

	Total Sample	Vancouver Island	Vancouver and Area	South Eastern B.C.	Northern Interior
BASE	383	60	126	92	105
	%	%	%	%	%
Security supervisors.					
Totally Unimportant	10	17	13	5	8
2	9	12	8	8	9
3	22	15	19	26	27
4	20	23	22	16	19
Extremely Important	39	33	38	45	38
Median	3.5	3.3	3.5	3.7	3.3
Motel type accommodation in addition to camping facilities.					
Totally Unimportant	45	58	41	49	38
2	16	17	18	14	15
3	22	13	21	27	23
4	11	8	13	7	15
Extremely Important	6	3	8	3	9
Median	1.3	0.9	1.5	1.1	1.8
Increase in services such as restaurants and stores.					
Totally Unimportant	32	48	30	27	29
2	20	15	23	17	23
3	22	20	18	30	21
4	16	8	15	19	18
Extremely Important	10	8	14	7	10
Median	1.9	1.1	1.9	2.2	1.9
An advanced booking reservation system.					
Totally Unimportant	26	30	15	29	34
2	13	13	13	8	18
3	22	22	25	21	20
4	21	15	28	19	17
Extremely Important	18	20	20	23	11
Median	2.5	2.3	2.9	2.6	2.9

Comments: Hot and cold showers, flush toilets, and security are important to most people.

41. Which daily newspapers are you most likely to read or look into? **(MULTIPLE RESPONSE)**

	Total Sample	Vancouver Island	G.V.R.D.	South Western B.C.	Okanagan/ Similkameen	Kootenay/ Boundary	Thompson Country	Cariboo/ Chilcotin	Yellowhead	Peace River/ Alaska Highway	B.C. Rockies
BASE	634	102	200	26*	50	47	33	50	48	35	43
	%	%	%	%	%	%	%	%	%	%	%
Vancouver Sun	46	33	75	42	34	28	18	30	40	29	42
The Province	40	17	54	50	54	36	46	42	38	26	21
Globe & Mail	4	5	7	8	-	2	-	-	-	-	2
Local Community Paper	56	83	20	46	68	83	70	64	58	89	70
Other Papers	3	1	2	4	-	-	-	6	10	9	2
Don't Read Papers	4	4	3	12	10	-	9	8	2	-	7

* Caution: Base is small and analysis may be inaccurate.

DEMOGRAPHICS

	Total Sample	Vancouver Island	G.V.R.D.	South Western B.C.	Okanagan/ Similkameen	Kootenay/ Boundary	Thompson Country	Cariboo/ Chilcotin	Yellowhead	Peace River/ Alaska Highway	B.C. Rockies
BASE	634	102	200	26*	50	47	33	50	48	35	43
	%	%	%	%	%	%	%	%	%	%	%
Marital Status											
Single	24	23	34	19	22	26	24	14	17	9	12
Married	65	63	55	65	64	66	61	74	75	86	79
Separated/Divorced	7	8	7	12	2	4	15	10	4	3	7
Widowed	4	6	4	4	12	4	-	-	2	3	2
Other	1	1	1	-	-	-	-	2	1	-	-
Median Household Size	2.9	2.9	2.8	3.0	2.6	3.2	2.1	3.4	3.4	2.5	3.7
Average Number of Children Under 18	1.0	0.8	0.8	0.9	0.9	1.0	0.8	1.3	1.2	1.1	1.3
Education											
Some High School	22	24	9	39	25	20	36	34	25	37	33
Completed High School	33	33	27	42	51	39	30	34	33	34	33
Some Post Secondary	24	23	36	4	18	26	21	12	23	20	12
Completed Post Secondary	16	16	22	8	6	9	12	16	17	6	21
Post Graduate	4	5	6	8	-	7	-	4	2	3	2
Average Age	35	39	33	41	37	37	41	37	35	33	33

DEMOGRAPHICS (continued...)

	Total Sample	Vancouver Island	G.V.R.D.	South Western B.C.	Okanagan/ Similkimeen	Kootenay/ Boundary	Thompson Country	Cariboo/ Chilcotin	Yellowhead	Peace River/ Alaska Highway	B.C. Rockies
BASE	634	102	200	26*	50	47	33	50	48	35	43
	%	%	%	%	%	%	%	%	%	%	%
Occupation											
Accountant	1	-	3	4	-	-	-	-	2	-	2
Lawyer	-	-	1	-	-	-	-	-	-	-	-
Teacher	3	1	2	4	-	6	-	2	10	6	2
Engineer	1	3	1	-	-	-	-	-	-	-	2
Other Professional	10	15	10	-	4	9	12	12	4	6	12
Exec./Managerial	6	3	6	4	4	-	3	2	17	9	12
Owner/Self-Employed	5	7	3	12	10	2	-	8	2	3	7
Clerical	9	7	10	4	6	4	12	14	6	11	7
Retail Sales	4	2	4	4	6	6	-	-	-	6	7
Agency Sales	1	1	2	-	-	2	3	-	-	-	-
Corporate Sales	1	-	2	-	-	-	-	-	-	-	-
Skilled Labour	13	10	6	15	12	13	24	16	23	16	19
Craftsmen	1	1	3	-	-	-	-	-	-	-	-
Unskilled Labour	6	10	4	8	6	4	6	10	6	3	2
Technician	3	2	4	-	4	-	-	2	2	9	-
Housewife	17	16	13	23	14	29	21	20	15	19	16
Student	4	2	9	-	4	2	3	2	2	3	-
Other	1	3	1	-	-	2	-	-	2	6	-
Unemployed	4	5	4	4	4	4	-	6	6	-	-
Retired	11	13	12	15	25	15	15	6	2	3	12
Own Home	71	73	55	81	82	72	76	78	83	86	81
Rent	29	27	45	19	18	28	24	22	17	14	19

DEMOGRAPHICS (continued...)

	Total Sample	Vancouver Island	G.V.R.D.	South Western B.C.	Okanagan/ Similkameen	Kootenay/ Boundary	Thompson Country	Cariboo/ Chilcotin	Yellowhead	Peace River/ Alaska Highway	B.C. Rockies
BASE	634	102	200	26*	50	47	33	50	48	35	43
	%	%	%	%	%	%	%	%	%	%	%
Income											
Under $10,000	10	10	10	24	11	22	9	2	5	6	5
$10 - $14,999	10	10	11	14	7	9	12	13	7	6	20
$15 - $24,999	23	24	19	29	37	24	24	26	18	18	17
$25 - $29,999	13	11	14	14	13	11	15	15	11	12	15
$30 - $34,999	11	13	8	14	13	13	6	19	9	15	5
$35 - $39,999	9	8	9	5	7	2	9	17	11	9	10
$40,000+	24	24	30	-	13	20	24	9	39	33	29
Median	3.5	3.5	3.7	2.4	2.9	2.8	3.3	3.6	5.0	4.5	3.5
Average	$28,000	$28,000	$28,500	$20,000	$24,000	$23,000	$26,500	$28,000	$35,000	$32,500	$28,000

* Caution: Base is small and analysis may be inaccurate.

CROSS-TABULATIONS

Age By 35+ Years, Married Without Children

	35+ Years, Married Without Children
BASE	130
	%
35 - 44	22
45 - 54	24
55 - 64	29
65+	25

35+ Years, Married Without Children By Age

	Age			
	35 - 44	45 - 54	55 - 64	65+
BASE	141	84	57	57
	%	%	%	%
Married Without Children	21	37	67	56

23a. For what major reasons would you decide NOT to travel within B.C. for a vacation? **(MULTIPLE RESPONSE)**

BY Income

	Under $10,000	$10-$14,999	$15-$24,999	$25-$29,999	$30-$34,999	$35 $39,999	Over $40,000
BASE	53	60	123	73	61	49	136
	%	%	%	%	%	%	%
Poor Weather/Cold	13	18	18	15	16	18	20
Poor/Limited/Restaurants/Accommodation/Service	-	2	2	1	-	2	1
Lack of Money	2	7	3	1	3	6	3
Poor Ferry Service/Expensive/Line-Ups	-	2	-	1	3	-	1
Travelling/Transportation/Hotels/Is Expensive	-	2	6	7	2	8	5
Gas is Expensive	2	2	2	-	-	8	2
Generally Expensive	2	2	2	-	3	2	1
Dislike Winding Roads/Dangerous Highways/Crowded	9	10	7	4	16	2	4
Too Much Driving/Too Far to Travel/Need a Car	2	2	2	3	-	-	1
Nothing New/Familiar With/Have Seen Before	11	3	7	8	3	6	14
Not Exciting/Not for Me/Prefer Other Places	19	12	15	22	16	14	24
No Reason Not to Travel in B.C.	38	37	36	36	33	35	21
Other	2	3	-	3	3	-	2

23a. For what major reasons would you decide NOT to travel within B.C. for a vacation? **(MULTIPLE RESPONSE)**

BY Age

	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
BASE	97 %	188 %	137 %	83 %	55 %	56 %
Poor Weather/Cold	**24**	**20**	16	8	9	13
Poor/Limited/Restaurants/Accommodation/Service	-	1	2	2	-	-
Lack of Money	4	2	7	1	5	2
Poor Ferry Service/Expensive/Line-Ups	-	1	1	2	-	-
Travelling/Transportation/Hotels/Is Expensive	1	3	8	7	7	5
Gas is Expensive	3	2	2	5	-	-
Generally Expensive	-	2	1	2	2	2
Dislike Winding Roads/Dangerous Highways/Crowded	7	7	4	4	**15**	9
Too Much Driving/Too Far to Travel/Need a Car	1	1	1	2	-	2
Nothing New/Familiar With/Have Seen Before	**11**	**10**	7	**13**	4	4
Not Exciting/Not for Me/Prefer Other Places	**22**	**21**	**22**	16	18	11
No Reason Not to Travel in B.C.	25	30	26	35	40	50
Other	2	1	2	2	-	4

23a. For what major reasons would you decide NOT to travel within B.C. for a vacation? **(MULTIPLE RESPONSE)**

BY Sex

	Male	Female
BASE	286	330
	%	%
Poor Weather/Cold	20	13
Poor/Limited/Restaurants/Accommodation/Service	1	1
Lack of Money	4	3
Poor Ferry Service/Expensive/Line-Ups	2	-
Travelling/Transportation/Hotels/Is Expensive	6	4
Gas is Expensive	3	2
Generally Expensive	3	-
Dislike Winding Roads/Dangerous Highways/Crowded	6	8
Too Much Driving/Too Far to Travel/Need a Car	2	1
Nothing New/Familiar With/Have Seen Before	10	7
Not Exciting/Not for Me/Prefer Other Places	14	24
No Reason Not to Travel in B.C.	28	35
Other	2	2

23a. For what major reasons would you decide NOT to travel within B.C. for a vacation? **(MULTIPLE RESPONSE)**

BY Type of Traveller

	Don't Travel	Travel Only in B.C.	Travel In and Out of B.C.	Travel Only Outside of B.C.
BASE	134	156	165	161
	%	%	%	%
Poor Weather/Cold	16	17	17	16
Poor/Limited/Restaurants/Accommodation/Service	2	-	1	2
Lack of Money	7	5	1	2
Poor Ferry Service/Expensive/Line-Ups	1	2	1	-
Travelling/Transportation/Hotels/Is Expensive	1	5	5	8
Gas is Expensive	3	2	4	1
Generally Expensive	1	1	1	2
Dislike Winding Roads/Dangerous Highways/Crowded	6	4	9	9
Too Much Driving/Too Far to Travel/Need a Car	2	1	1	1
Nothing New/Familiar With/Have Seen Before	7	6	12	10
Not Exciting/Not for Me/Prefer Other Places	14	20	20	22
No Reason Not to Travel in B.C.	37	36	27	28
Other	1	-	3	2

25. Now I would like you to tell me how much you agree or disagree with the following statements using a scale of 1 to 5. **ONE** means you totally disagree, **TWO** means you somewhat disagree, **THREE** you neither agree nor disagree, **FOUR** means you somewhat agree, and **FIVE** means you totally agree with the statement. Now here is the first statement.

BY Those Who Have Travelled Within B.C.

NOTE: The median is a statistical measure used to determine the middle value in a set of numbers arranged according to magnitude. The greater the median the greater the level of agreement. The median is based on the proportions after "don't know" and "refused" responses have been removed.

		Travelled in B.C.
		Median
a.	Vacations in B.C. are probably cheaper in the long run than in other areas.	3.0
b.	I feel I know a lot about British Columbia.	3.3
c.	Essentially, vacations in B.C. are boring.	0.8
d.	British Columbian's should travel more in their home Province.	3.7
e.	British Columbia has beautiful scenery, but has little else to offer tourists.	1.4
f.	B.C. is a place for young families to vacation in.	3.9
g.	I find travelling in other areas more interesting than travelling in B.C.	2.0
h.	I prefer to vacation in cities rather than in the outdoors.	1.2

		Travelled in B.C.
		Median
i.	Vancouver is the major tourist attraction in B.C.	2.2
j.	Tourists get value for their money in B.C.	2.9
k.	B.C. offers unique travel experiences.	3.8
l.	It can be difficult to find reasonably priced accommodation in B.C.	2.5
m.	B.C.'s restaurants are of high quality.	2.9
n.	You can't rely on the weather in B.C. to be good for your holidays.	3.3
o.	Each part of British Columbia has a different character.	4.2
p.	I would like to get to know more about B.C.	4.0
q.	B.C. is not a place for seasoned travellers to visit.	1.1
r.	I enjoy outdoor activities.	4.3
s.	The tourist industry in B.C. is more interested in making money than in providing good service.	2.5
t.	There are many interesting places to visit in B.C.	4.3
u.	Staying in a motor home or camping is not my idea of a great holiday.	1.0

25u. Staying in a motor home or camping is not my idea of a great holiday.

BY Sex

	Male	Female
BASE	295	338
	%	%
Totally Disagree	42	46
Disagree	17	16
Neutral	17	10
Agree	9	9
Totally Agree	15	19
Median	1.5	1.3
Index	0.4	0.5

Length of Trip **BY** Sex Controlling for B.C. as the Destination
(HORIZONTAL PERCENTAGES)

	BASE		Male	Female
3 Day Trip	156	%	45	55
7 Day Trip	98	%	50	50
14 Day Trip	27	%	52	48
4 Week Trip	7	%	29	71

Comments: Of those who indicated they would stay in B.C. for a three day break 55% were female.

THE RESULTS OF THE SURVEY
CROSS-TABULATED AGAINST
PSYCHOGRAPHIC CLUSTERS

The statistical analysis of the results of the psychographic questions indicated there were five basic groups of people in the sample who could be distinguished by their attitudinal positions.

To provide a general overview of each cluster they have been given representational names as follows:

Cluster A: Mark and Karen (19% of the population)
Younger, blue collar, less educated, rural, lower income, single, home renters. They travel in British Columbia.

Cluster B: David and Sarah (29% of the population)
Younger, white collar, professional, highly educated, urban dwellers, single, renters, both male and female (Yuppies). They travel in and out of British Columbia.

Cluster C: Jim and "The Wife" (16% of the population)
Older, blue collar, less educated, rural, lower-middle income, married, home owners, both male and female, some have children. They travel only in British Columbia or only out of British Columbia.

Cluster D: Aunt Pat and Uncle Al (18% of the population)
Medium age, blue and white collar, urban and rural, married, have children, home owners, more likely female. They don't like to travel.

Cluster E: Alice and Fred (18% of the population)
Older, blue collar, rural, married, home owners, lower income, have children, more likely female. They don't travel or only travel in British Columbia.

The characteristics that segregate each of the clusters are described in the remainder of this section.

OUTLOOK TOWARDS LIFE

Mark and Karen - These people tend to be impulsive, averse to the use of credit, and they feel as if they're never getting ahead. They don't plan their holidays, they aren't very interested in community affairs, and foreign travel is not one of their favourite activities. Mark and Karen are unsure about whether or not they will be better off financially next year.

David and Sarah - This group of archetypical "YUPPIES" are confident in themselves, interested in world events, and enjoy foreign travel. They plan ahead for major purchases, don't believe advertising is true, and aren't too concerned with what's happening in their neighbourhood. David and Sarah are quite certain they will have more money to spend in the coming year.

Jim and "The Wife" - These couples stay at home, their family is very important, and they describe themselves as old fashioned. One thing they don't do is buy on impulse and they are non-users of credit. They are unlikely to be the first one on the block to try something new. Although Jim and "The Wife" are the ones most likely to travel to places like Las Vegas, they don't enjoy foreign travel. They probably view the U.S. as being much the same as Canada, not a foreign country. They also don't believe very strongly that women should work outside the home. Their financial future is uncertain in the coming year.

Aunt Pat and Uncle Al - Credit card companies will have a hard time convincing Aunt Pat and Uncle Al to pay with anything but cash. Their family is important and they describe themselves as never getting ahead and as being traditional. They plan ahead for their purchases, as they do with their holidays, and are not impulsive. Aunt Pat and Uncle As don't believe they will be any better off financially in the coming year.

Alice and Fred - Their family is very important, and they are non-users of credit. Alice and Fred stay at home, and they prefer using known products. These couples are not extravagant nor do they buy on impulse. Foreign travel and adventurous holidays don't appeal to these individuals. Alice and Fred are uncertain as to whether or not they will have more money to spend next year.

DEMOGRAPHIC PROFILE

	Total Sample	Clusters: Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	606	113	176	97	108	111
	%	%	%	%	%	%
Residence:						
Vancouver Island	16	12	19	14	17	16
Lower Mainland	36	35	**49**	27	34	28
South Eastern BC	22	**26**	15	**26**	21	**26**
Northern Interior	26	**27**	18	**33**	28	**30**
Average Age:	35	29	32	**40**	37	**41**
Marital Status:						
Single	24	**44**	**36**	12	7	6
Married	65	47	50	**71**	**72**	**84**
Sep./Divorced	7	4	10	9	**13**	5
Widowed	4	2	3	7	6	5
Other	1	3	1	-	1	-
Occupation:						
White Collar	32	28	**43**	24	27	26
Blue Collar	36	**52**	33	34	34	31
Unemployed	4	6	4	2	3	3
Retired	11	5	9	**19**	15	**16**
Housewife	17	9	11	21	21	**24**
Completed University:	20	16	**39**	17	16	13
Home Ownership:						
Own	71	58	59	77	83	83
Rent	29	**42**	**41**	23	17	17
Average Household Income: (000's)	$28	$25	**$31**	$29.5	$28	$25
Sex:						
Male	47	50	51	**55**	37	36
Female	53	50	49	45	**63**	**64**

Cluster A: Mark & Karen - Young, blue collar, off the road campers.
(19% of sample)

- This group is more likely to either stay in B.C. exclusively or to travel off the continent.
- Youngest of all the clusters (29 years) and significantly younger than the average of the total sample (35 years).
- 20 percent of this group are non-travellers.
- Over representated by singles (44%) and under representated by married people (47%).
- Somewhat more likely to work in clerical positions and least likely to be housewives.
- Average two person households.
- Fifty-eight percent have had high school or less.
- They are significantly more likely to be renters (42%).
- Their average total household income ($25,000) is somewhat less than the total sample ($28,000).
- Fifty percent are male and fifty percent are female.
- There are significantly more of Cluster A in South Eastern B.C. and the Northern Interior than in other areas.
- They are generally heavy travellers, both within and outside B.C. They are significantly more likely than other clusters to travel to other parts of Canada and Sun Spots.
- They are significantly more likely to visit friends and relatives, travel for sight-seeing purposes, and travel on holiday for business purposes, than other cluster groups.
- This group is a heavy user of private homes for accommodation.
- Respondents in this group are significantly more likely to independently choose their destinations or leave it to friends and relatives, than to leave the decision to a spouse.
- They are significantly more likely than other clusters to travel in the months of February, April, and October.
- Fifty-two percent took at least one trip with friends.

- Individuals in this group were significantly more likely to mention unpredictable weather and bad road conditions as the worst factors when travelling in B.C.

- They are more likely to travel in B.C. because it is inexpensive and because of the outdoor activities.

- Cluster A is significantly more likely to indicate they would not travel in B.C. because of the poor weather and it's not exciting for them, however, the outdoor activities may override this problem.

- This group agrees very strongly that B.C. is a place for younger families to vacation in, each part of B.C. has a different character, they enjoy outdoor activities and there are many interesting places to visit in B.C.

- These individuals disagree most strongly with the following statements: "I prefer to vacation in cities rather than outdoors." and "The tourist industry in B.C. is more interested in making money than providing good service.".

- They tend to participate in many activities, especially hiking, lake or stream fishing, downhill skiing, and hunting.

- The most important factors when deciding to take a trip include going to new places, enjoying the outdoors, having fun, trying new things, and being together as a family.

- Changes that could possibly induce them to travel more in B.C. include introducing bed and breakfast accommodation, improving government camping facilities, increase the number of camp sites, and increase the number of cultural and interest attractions.

- Fifty-four percent of these individuals stayed in camp sites three or more times in the last two years.

- Flush toilets are important, but washing facilities are unimportant services at government camp sites.

Cluster A: Mark and Karen think in the following way:

Ranking of life style traits from most to least agreed with statements.

- They pay cash.
- They buy on impulse.
- They never get ahead.
- Think women should work.
- They are risk takers.
- They are interested in world events.
- They are extravagant.
- Prefer adventurous holidays.
- They are fashionable.
- They are traditional.
- Family is important.
- They don't plan ahead for purchases.
- They are old fashioned.
- That higher cost = better quality.
- That people don't work hard.
- They use known products.
- They stay at home.
- Think they will have more money next year.
- They enjoy foreign travel.
- They try products first.
- They are concerned with their own area.
- They plan holidays.
- That advertising is true.

Cluster B: David and Sarah - The professional city slickers who have seen the world, but can get back to nature. (29% of sample)

- Cluster B is significantly more likely than other clusters to travel in and out of B.C. (35%). Only 22 percent travel only in B.C.
- This is a slightly younger group, averaging 32 years.
- 18 percent of this group are non-travellers.
- Fifty percent are married and a large proportion (36%) are single.
- They are somewhat more likely to be employed in white collar jobs.
- They average 1.9 persons per household.
- Cluster B is the most highly educated group with 39 percent having completed university.
- A large proportion (41%) are renters.
- Individuals in this group have the highest average household income ($31,000), which exceeds the sample average of $28,000.
- The group is split almost evenly between males (51%) and females (49%).
- Individuals in this group come primarily from Vancouver and Area (49%) and Vancouver Island (19%).
- Individuals in this group are more likely to travel within B.C., to the U.S.A., and other destinations.
- They were significantly more likely to indicate outdoor sports, a basic holiday, business, or "never been there" as major reasons for choosing their destinations.
- The members of this cluster are significantly more likely than others to use motels/hotels/condominiums on their trips.
- Choosing the destination is significantly more likely to be by themselves or friends and relatives.
- This group appears to take trips throughout the year with the largest proportions (43%) being in September.
- Members of this group are least likely to travel with family and most likely to travel with friends.

- Cluster B is most likely to indicate the best things about travelling in B.C. are that it's affordable and close to home. They were most likely to indicate that the worst aspect is there is nothing new and it's boring.

- Cluster B was least likely to indicate they would travel within B.C. so as to see the Province and keep the money here.

- They were more likely to not travel within B.C. because of the poor weather and because it's not exciting enough for them.

- The activities they were more likely to have engaged in include visiting museums, hiking, salt water fishing, downhill skiing, and cross-country skiing.

- These individuals do the most downhill skiing, on average, of all the groups.

- The most important trip decision factors include going to new places, learning about new cultures, trying new things, enjoying the outdoors, and having fun.

- Changes that could possibly induce them to travel more intra Provincially include introducing bed and breakfast accommodation and reducing the cost of accommodation.

- Forty-two percent have camped three or more times in the last two years.

- Being able to reserve a camp site in advance is of importance to this group, moreso than to Clusters A, C, and D.

Cluster B: David and Sarah think in the following way:

Ranking of life style traits from most to least agreed with statements.

- They are interested in world events.
- They enjoy foreign travel.
- Think women should work.
- They are risk takers.
- They pay cash.
- Think they will have more money next year.
- Prefer adventurous holidays.
- They are fashionable.
- Family is important.
- They are traditional.
- They use known products.
- They stay at home.
- They are extravagant.
- That higher cost = better quality.
- They are old fashioned.
- That people don't work hard.
- They try products first.
- They buy on impulse.
- They plan holidays.
- They are concerned with their own area.
- They never get ahead.
- That advertising is true.
- They don't plan ahead for purchases.

Cluster C: Jim and "the wife" who like their backroads or visiting Las Vegas. (16% of sample)

- Cluster C is composed of 31 percent who only travel out of B.C. and 30 percent who only travel within B.C.
- These individuals tend to be somewhat older, averaging 40 years.
- 19 percent of this group are non-travellers.
- Seventy-one percent are married.
- A large proportion are housewives (21%) and retired (19%).
- The average household size is 2.1 persons with 1.0 children under the age of 18.
- Sixty-eight percent have had high school or less.
- The majority (77%) own their own home.
- Their total household income is $29,500, on average, which is slightly greater than the total sample average of $28,000.
- This group is primarily male (55%).
- Southeastern B.C. and the Northern Interior are over represented in this group.
- This group is significantly more likely to stay with friends and relatives and in a motor home.
- They are significantly more likely than other groups to travel in June.
- They were somewhat more likely to mention proximity to home as the best feature of travelling in B.C. Bad road conditions was the worst aspect for them.
- Outdoor activities and camping is somewhat more likely to play a role in their decision to travel in B.C.
- Forty-five percent of these individuals indicated there is no reason not to travel in B.C.
- This group completely disagrees that Vancouver is the major tourist attraction in B.C., and they completely agree that there are many interesting places to visit in B.C.
- The activities they are likely to participate in include visiting museums and fresh water fishing.

- Security when travelling is of more importance to this group than any other group of individuals.

- The top five factors used when deciding to take a trip include the following: being together as a family, going to new places, having fun, enjoying the outdoors, and just getting away from home.

- The changes that would be most likely to induce these individuals to travel more in B.C. include reducing the cost of accommodation and improving the information available on tourist attractions in the Province.

- This group is evenly split between non-campers (42%) and heavy campers (ie. three or more times) (43%).

- Flush toilets and security supervisors at government camp sites are very important, while services such as restaurants and stores are totally unimportant.

Cluster C: Jim and "the wife" think in the following way:

Ranking of life style traits from most to least agreed with statements.

- They stay at home.
- They pay cash.
- Family is important.
- They are old fashioned.
- They use known products.
- They are traditional.
- That people don't work hard.
- They don't plan ahead for purchases.
- They are interested in world events.
- They are concerned with their own area.
- Think they will have more money next year.
- They are fashionable.
- That higher cost = better quality.
- They plan holidays.
- They are risk takers.
- They never get ahead.
- Think women should work.
- Prefer adventurous holidays.
- That advertising is true.
- They are extravagant.
- They enjoy foreign travel.
- They try products first.
- They buy on impulse.

Cluster D: Aunt Pat and Uncle Al - Non-travellers who attend family functions. (18% of sample)

- Sixty-three percent of these individuals are female.
- This cluster is made up of a cross section of individuals from all over the Province.
- This group, on average, is 37 years old. This is just slightly above the total sample average of 35 years.
- 29 percent of this group are non-travellers and 28 percent only travel in B.C.
- Seventy-two percent are married and a high proportion (13%) are separated or divorced.
- They are somewhat more likely to be housewives (21%), retired (15%), or skilled labour (14%).
- They have somewhat larger households (2.5 persons) with 1.2 children under age 18 at home.
- Sixty-two percent have only had high school or less.
- The majority (83%) own their own home.
- The average total household income ($28,000) reflects that of the total sample.
- This group is somewhat more likely than other groups to travel for personal reasons.
- These individuals are significantly more likely to stay in a tent while on holidays.
- When choosing the destination this group is significantly more likely to decide as a couple (ie. with their spouse).
- They are least likely to travel during the month of August and somewhat more likely to travel in December (probably to family gatherings).
- When asked what was worst about travelling in B.C. this group was significantly more likely to mention that gas is expensive and the roads are bad.
- These individuals were significantly more likely to mention that the major reason they would travel in B.C. is because it's inexpensive to travel, overall.

- They see no reason not to travel in B.C.
- They are more likely to complain about tourists not getting good dollar value in B.C., the price of accommodation, the quality of restaurants in B.C., and the tourist industry being more interested in making money than in providing good service.
- These individuals want to know more about B.C.
- They visit museums, fresh water fish, and hike.
- When they go on holidays they want to go to new places, be together as a family, have fun, enjoy the outdoors, and learn about new cultures.
- Inducements to travel include bed and breakfast accommodation, more camp sites, lower cost for accommodation, more activities for children, and more tourist information.
- These individuals are either non or heavy campers.
- Motel type accommodation and more services at government camp sites are unimportant.

Cluster D: Aunt Pat and Uncle Al think in the following way:

Ranking of life style traits from most to least agreed with statements.

- They pay cash.
- Family is important.
- They never get ahead.
- They are traditional.
- They are interested in world events.
- They use known products.
- They stay at home.
- They are old fashioned.
- They are fashionable.
- That people don't work hard.
- They are risk takers.
- Think women should work.
- They are concerned with their own area.
- They plan holidays.
- Prefer adventurous holidays.
- They enjoy foreign travel.
- That higher cost = better quality.
- They are extravagant.
- They try products first.
- Think they will have more money next year.
- They buy on impulse.
- That advertising is true.
- They don't plan ahead for purchases.

Cluster E: Alice and Fred - Who stay home most of the time with their teenage children. (18% of sample)

- Cluster E is composed primarily of females (64%).
- Cluster E is composed primarily of individuals from the Northern Interior and Southeastern B.C.
- These individuals, on average, are older than all the other groups. Their average age is 41 years as compared to the total sample average of 35 years.
- 27 percent of this group are non-travellers.
- Eighty-four percent are married.
- This group is over represented by housewives (24%) and retirees (16%).
- They have the largest households on average (2.6 persons) with 1.2 children under 18 at home.
- This is the least educated group with 73 percent having had high school or less.
- Eighty-three percent own their own home.
- Their average total household income ($25,000) is less than the sample average of $28,000.
- Non-travellers and those who only travel in B.C. make up a somewhat larger proportion of this group than the proportions in the total sample.
- These individuals are somewhat more likely to travel for personal reasons and they are significantly less likely to travel for shopping or night life.
- This group is comprised of the greatest users of motor homes while travelling.
- Cluster E is significantly more likely to leave choosing the destinations to their spouse.
- This group is least likely to travel during the month of March and somewhat more likely to travel in May.
- These individuals are significantly more likely to travel with their family.
- When asked what was best about travelling in B.C. these respondents were significantly more likely to mention the nice scenery, proximity to home, good roads, and keep the money in B.C.
- These individuals were significantly more likely to indicate poor ferry service is the worst aspect about travelling in B.C.

- The major reasons they would travel in B.C. is to visit friends and relatives and it's close to home.
- They see no reason not to travel in B.C.
- They are very loyal to B.C. and agree strongly on many positive aspects about B.C.
- These individuals visit museums and fresh water fish.
- When they go on holidays they want to be together as a family, go to new places, enjoy the outdoors, get away from home, and have fun.
- The only change that wouldn't induce them to travel more is bed and breakfast accommodation.
- These individuals are non-campers.
- When they do camp advance booking at government camp sites would be important.

Cluster E: Alice and Fred think in the following way:

Ranking of life style traits from most to least agreed with statements.

- Family is important.
- They pay cash.
- They stay at home.
- They use known products.
- They are old fashioned.
- They are interested in world events.
- They are traditional.
- They are concerned with their own area.
- Think women should work.
- That people don't work hard.
- They plan holidays.
- They are fashionable.
- That higher cost = better quality.
- They never get ahead.
- Think they will have more money next year.
- They are risk takers.
- That advertising is true.
- They try products first.
- Prefer adventurous holidays.
- They enjoy foreign travel.
- They don't plan ahead for purchases.
- They buy on impulse.
- They are extravagant.

Introduction

In the section to follow selected questions have been cross-tabulated by clusters. In some cases the respondent gave more than one response to the question, therefore the column total will not add to one hundred percent.

Residence BY Clusters

		Clusters				
	Total Sample	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	606	113	177	97	108	111
	%	%	%	%	%	%
Vancouver Island	16	12	19	14	17	16
G.V.R.D.	32	31	44	23	32	22
Southwestern B.C.	4	4	5	4	2	6
Okanagan/Similkimeen	8	12	4	10	6	10
Kootenay/Boundary	8	9	6	8	6	10
Thompson Country	5	8	3	5	6	5
Cariboo/Chilcotin	8	8	3	11	8	11
Yellowhead	8	5	7	8	10	8
Peace River/Alaska Hwy	5	6	5	8	4	5
B.C. Rockies	6	4	5	8	9	6

Travel Patterns BY Clusters

		Clusters				
	Total Sample	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	606	113	177	97	108	111
	%	%	%	%	%	%
Did Not Travel in Last Year	22	19	18	19	**29**	**25**
Travelled Only in B.C. in Last Year	26	**27**	22	**30**	22	**28**
Travelled in B.C. and Out of B.C. in Last Year	27	**30**	**35**	20	22	23
Only Travelled Out of B.C. in Last Year	25	23	25	**31**	27	23

2. **What were the final destinations or areas that you visited during your trips? (MULTIPLE RESPONSE)**

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	91	145	79	77	83
	%	%	%	%	%
British Columbia	86	88	72	55	71
Other Canada	35	28	21	21	23
U.S.A.	22	24	23	14	9
Sun Spots	21	13	14	10	21
Other	5	9	1	10	3

6. **What was the major reason for choosing to visit (areas named) instead of other areas you could have chosen? What other reasons did you have? (MULTIPLE RESPONSE)**

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	91	145	79	77	83
	%	%	%	%	%
Visit Friends and Relatives	125	96	91	83	93
Good/Warm Weather	2	7	7	3	4
Outdoor Sports/Activities	25	33	22	18	19
Basic Holiday	25	35	28	18	9
Pleasure/Sight Seeing	27	23	17	13	23
Shopping/Night Life	10	10	11	13	3
Tourist Attractions	1	1	2	-	4
On Business	16	16	6	10	5
Personal Reasons	4	6	6	10	15
Not Too Expensive	-	1	-	3	3
Never Been There	6	10	6	6	7
Familiarity	9	10	11	10	11
Other	-	2	-	-	1

7. In which of the following types of accommodation did you stay during your trip to (areas named)? **(MULTIPLE RESPONSE)**

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	91	145	79	77	83
	%	%	%	%	%
Motel/Hotel/Condominium	90	109	74	82	68
Bed and Breakfast	3	2	-	3	-
Private Home	137	131	147	114	83
Motor Home	32	35	54	27	73
Tent	28	28	15	39	23
Other	15	10	11	7	17
Boat	5	5	3	-	3

10. Which member of your travel party was most responsible for choosing (areas named)? **(MULTIPLE RESPONSE)**

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	91	145	79	77	83
	%	%	%	%	%
Self	143	137	113	87	115
Spouse	33	39	41	34	56
Parent	11	7	6	6	1
Child	-	2	4	7	3
Other	1	2	3	10	3
Spouse and Self	15	12	30	37	32
Friends and Relatives	36	39	24	18	12
Whole Family	2	6	1	1	3

11. During which month or months of the year did you visit (areas named)?
(MULTIPLE RESPONSE)

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	91	145	79	77	83
	%	%	%	%	%
January	15	22	11	10	11
February	15	7	8	4	11
March	15	20	18	14	9
April	25	23	20	17	9
May	15	22	17	10	21
June	20	20	30	18	19
July	38	44	48	41	47
August	42	39	42	34	39
September	35	43	31	27	31
October	28	24	17	17	16
November	6	10	6	4	-
December	10	17	6	14	7

12b. With whom were you travelling during your trip to (areas named)?
(MULTIPLE RESPONSE)

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	91	145	79	77	83
	%	%	%	%	%
Family	121	99	127	125	143
Friends	52	70	31	24	12
Family and Friends	19	22	22	13	16
Other People	7	4	2	7	4

20. What is best about travelling within B.C. for a holiday? (MULTIPLE RESPONSE)

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	113	177	97	108	111
	%	%	%	%	%
Nice Scenery/Beautiful B.C.	69	63	63	63	73
Travelling Affordable/ Economical	13	20	8	13	10
Close to Home	12	23	18	11	20
Good Weather/Warm Climate	4	5	8	7	7
Good for Camping/ Fishing/Outdoor Activities	21	19	18	12	16
Lots of Things To Do	12	10	13	8	5
Vancouver/Victoria/ Shopping/Night Life	4	2	3	3	2
Visit Friends and Relatives	3	2	2	5	1
Good Accommodations/ Restaurants/Service	3	1	1	2	3
Meet Friendly/Interesting People	5	5	3	6	1
Good Roads/Highways	4	3	2	6	10
Dollar at Par/No Exchange	4	6	5	6	6
Our Province/Familiar/ Keep Money in B.C.	8	10	12	6	14
Other	3	1	-	3	-
Nothing	1	3	2	-	-

21. What is worst about travelling in B.C.? (MULTIPLE RESPONSE)

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	113	177	97	108	111
	%	%	%	%	%
Poor/Lack of Campgrounds	3	3	1	5	4
Unpredictable Weather/ Too Much Rain/Too Cold	35	29	16	23	20
Poor Restaurants/Food/ Accommodation/Service	5	5	4	6	5
Lack of Tourist Information Available/Negative Government Support	-	3	1	-	-
Poor Ferry Service/ Expensive/Line-Ups	2	5	4	3	12
Travelling/Transportation/Hotels Expense	8	7	9	8	4
Gas is Expensive	7	5	9	14	5
General High Costs/Too Expensive	4	6	2	6	8
Bad Road Conditions/ Long/Crowded Highways	40	36	43	42	34
Don't Like Driving Long Distances/Need a Car	3	4	3	5	4
Nothing New/Seen Before/Boring	3	6	1	1	-
Other	3	4	1	4	2
Nothing	12	14	23	19	19

22a. For what major reasons would you decide to travel in B.C. for a vacation? (MULTIPLE RESPONSE)

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	113	177	97	108	111
	%	%	%	%	%
Visiting Friends and Relatives	15	15	19	20	17
Beautiful Scenery/Coast	18	20	17	14	15
Close to Home/Not Far to Go/Accessibility	10	14	10	12	16
Good Weather/Warm Climate	-	2	1	1	2
Outdoor Activities/ Camping	10	6	12	5	9
To See B.C./Our Province/Keep Money in B.C.	31	20	27	26	28
Vancouver/Victoria/ Shopping/Special Events	1	2	1	2	-
Inexpensive/Cheaper to Travel	15	19	10	17	9
To Relax/Just a Holiday/Get Away	3	3	2	1	2
Specific Personal Reasons/Specific Attraction	1	2	1	-	-
Friendly People	1	1	1	-	1
No Desire/Don't Want to Travel in B.C.	1	3	5	4	4
No Reason Not to Travel in B.C.	-	-	-	-	1

23a. For what major reasons would you decide NOT to travel within B.C. for a vacation? (MULTIPLE RESPONSE)

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	113	177	97	108	111
	%	%	%	%	%
Poor Weather/Cold	23	21	8	13	12
Poor/Limited/Restaurants/Accommodation/Service	1	2	-	3	-
Lack of Money	4	3	-	4	5
Poor Ferry Service/Expensive/Line-Ups	-	1	-	-	4
Travelling/Transportation/Hotels/Is Expensive	2	5	5	7	6
Gas is Expensive	3	3	2	3	1
Generally Expensive	2	2	2	-	2
Dislike Winding Roads/Dangerous Highways/Crowded	5	4	9	8	8
Too Much Driving/Too Far to Travel/Need a Car	1	1	1	1	2
Nothing New/Familiar With/Have Seen Before	8	10	10	7	7
Not Exciting/Not for Me/Prefer Other Places	26	22	13	18	14
No Reason Not to Travel in B.C.	22	23	45	35	34
Other	2	2	-	-	2

25. Now I would like you to tell me how much you agree or disagree with the following statements using a scale of 1 to 5. **ONE** means you totally disagree, **TWO** means you somewhat disagree, **THREE** you neither agree nor disagree, **FOUR** means you somewhat agree, and **FIVE** means you totally agree with the statement. Now here is the first statement.

NOTE: The median is a statistical measure used to determine the middle value in a set of numbers arranged according to magnitude. The greater the median the greater the level of agreement. The median is based on the proportions after "don't know" and "refused" responses have been removed.

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	113	177	97	108	111
	%	%	%	%	%
a. Vacations in B.C. are probably cheaper in the long run than in other areas.					
Totally Disagree	7	7	9	9	5
Disagree	11	14	10	11	12
Neutral	25	25	27	27	37
Agree	31	29	27	20	20
Totally Agree	27	25	27	32	27
Median	3.2	3.1	3.1	3.2	2.9
b. I feel I know a lot about British Columbia.					
Totally Disagree	5	8	5	6	6
Disagree	14	13	12	13	12
Neutral	14	21	24	24	26
Agree	36	34	29	38	30
Totally Agree	30	23	30	19	26
Median	3.5	3.2	3.3	3.2	3.2
c. Essentially, vacations in B.C. are boring.					
Totally Disagree	56	50	62	64	71
Disagree	24	29	23	12	16
Neutral	12	14	9	12	7
Agree	2	3	3	10	3
Totally Agree	6	4	3	2	3
Median	0.9	1.0	0.8	0.8	0.7

25. continued...

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	113	177	97	108	111
	%	%	%	%	%
d. British Columbian's should travel more in their home Province.					
Totally Disagree	4	5	5	5	3
Disagree	6	7	5	6	3
Neutral	21	28	22	21	18
Agree	26	24	21	20	26
Totally Agree	43	36	47	48	50
Median	3.7	3.4	3.9	3.9	4.0
e. British Columbia has beautiful scenery, but has little else to offer tourists.					
Totally Disagree	37	31	37	26	32
Disagree	24	29	18	27	24
Neutral	17	12	20	16	18
Agree	15	18	14	18	18
Totally Agree	7	11	11	13	7
Median	1.5	1.7	1.7	1.9	1.8
f. B.C. is a place for young families to vacation in.					
Totally Disagree	4	2	5	6	3
Disagree	4	6	5	9	8
Neutral	12	23	14	11	19
Agree	29	25	24	31	25
Totally Agree	51	44	52	43	45
Median	4.0	3.8	4.0	3.8	3.8

25. continued...

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	113	177	97	108	111
	%	%	%	%	%
g. I find travelling in other areas more interesting than travelling in B.C.					
Totally Disagree	19	18	24	25	30
Disagree	27	19	26	20	23
Neutral	27	34	23	24	34
Agree	11	18	13	19	9
Totally Agree	17	11	14	11	5
Median	2.1	2.4	2.0	2.2	1.9
h. I prefer to vacation in cities rather than in the outdoors.					
Totally Disagree	39	34	42	41	55
Disagree	21	19	14	19	17
Neutral	27	22	14	20	18
Agree	7	11	11	10	5
Totally Agree	6	14	18	10	5
Median	1.5	1.8	1.6	1.5	0.9
i. Vancouver is the major tourist attraction in B.C.					
Totally Disagree	19	19	24	13	31
Disagree	17	19	22	27	23
Neutral	22	14	22	17	19
Agree	20	21	13	23	14
Totally Agree	22	27	20	20	14
Median	2.6	2.9	2.2	2.6	1.8

25. continued...

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	113	177	97	108	111
	%	%	%	%	%
j. Tourists get value for their money in B.C.					
Totally Disagree	7	7	10	13	5
Disagree	12	14	14	12	14
Neutral	28	33	25	38	39
Agree	27	28	28	20	25
Totally Agree	25	18	23	17	17
Median	3.1	2.9	3.0	2.7	2.8
k. B.C. offers unique travel experiences.					
Totally Disagree	1	2	2	6	-
Disagree	7	6	6	6	5
Neutral	19	16	19	15	18
Agree	33	32	33	37	34
Totally Agree	41	44	40	36	42
Median	3.7	3.8	3.7	3.6	3.8
l. It can be difficult to find reasonably priced accommodation in B.C.					
Totally Disagree	13	15	21	8	13
Disagree	24	21	13	18	23
Neutral	36	31	29	33	25
Agree	17	22	19	16	24
Totally Agree	10	11	19	25	15
Median	2.4	2.5	2.6	2.7	2.6

25. continued...

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	113	177	97	108	111
	%	%	%	%	%
m. B.C.'s restaurants are of high quality.					
Totally Disagree	2	4	4	6	6
Disagree	10	14	12	15	6
Neutral	42	15	25	42	40
Agree	29	34	34	24	35
Totally Agree	17	33	25	14	13
Median	2.9	3.5	3.3	2.7	3.0
n. You can't rely on the weather in B.C. to be good for your holidays.					
Totally Disagree	7	5	10	8	7
Disagree	12	13	9	12	19
Neutral	19	21	24	16	26
Agree	34	28	25	24	25
Totally Agree	29	33	32	40	23
Median	3.4	3.4	3.3	3.6	3.3
o. Each part of British Columbia has a different character.					
Totally Disagree	1	2	1	-	1
Disagree	2	5	4	4	2
Neutral	9	11	7	8	9
Agree	38	30	22	28	29
Totally Agree	50	53	66	60	59
Median	4.0	4.1	4.2	4.2	4.2

25. continued...

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	113	177	97	108	111
	%	%	%	%	%
p. I would like to get to know more about B.C.					
Totally Disagree	6	6	7	2	3
Disagree	8	4	4	4	3
Neutral	10	18	10	15	11
Agree	27	32	24	24	26
Totally Agree	49	41	55	56	58
Median	4.0	3.7	4.1	4.1	4.1
q. B.C. is not a place for seasoned travellers to visit.					
Totally Disagree	45	44	40	39	45
Disagree	27	23	21	22	32
Neutral	16	20	17	22	14
Agree	8	9	15	10	5
Totally Agree	4	5	7	7	5
Median	1.2	1.3	1.5	1.5	1.2
r. I enjoy outdoor activities.					
Totally Disagree	2	2	6	2	-
Disagree	1	4	4	5	3
Neutral	8	10	7	7	6
Agree	20	28	20	25	29
Totally Agree	69	56	63	61	62
Median	4.3	4.1	4.2	4.2	4.2

25. continued...

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	113	177	97	108	111
	%	%	%	%	%
s. The tourist industry in B.C. is more interested in making money than in providing good service.					
Totally Disagree	15	12	19	10	8
Disagree	18	19	12	14	21
Neutral	39	37	33	41	42
Agree	19	18	20	17	16
Totally Agree	9	14	16	18	13
Median	**2.4**	2.5	2.6	**2.6**	2.5
t. There are many interesting places to visit in B.C.					
Totally Disagree	-	1	-	1	-
Disagree	-	2	-	2	-
Neutral	6	10	2	2	5
Agree	25	24	22	19	25
Totally Agree	69	63	76	77	70
Median	**4.3**	4.2	**4.3**	4.4	**4.3**
u. Staying in a motor home or camping is not my idea of a great holiday.					
Totally Disagree	37	42	44	44	51
Disagree	21	18	14	17	14
Neutral	13	15	10	11	16
Agree	12	8	6	9	7
Totally Agree	17	17	26	19	12
Median	1.6	1.4	1.4	1.4	1.0

26a. Do you consider a two-day weekend trip to be a holiday?

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	113	176	97	108	111
	%	%	%	%	%
Yes	43	44	36	40	47
No	57	56	64	60	53

27a. Please tell me, have you participated in any of the following activities during the last year? **(ONLY "Yes" RESPONSES SHOWN)**

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	113	177	97	108	111
	%	%	%	%	%
Hiking	62	64	41	51	42
Scuba Diving	8	5	3	3	1
Lake or Stream Fishing	57	49	50	50	50
Salt Water Fishing	22	36	22	26	19
Visit a Museum	70	75	68	66	69
Hunting	24	12	19	22	21
Cross-Country Skiing	22	24	19	19	14
Downhill Skiing	42	36	17	15	12

27b. Approximately how many times did you ski cross-country during the last twelve months?

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	14	25	12	12	11
	%	%	%	%	%
One	21	15	8	8	-
Two	29	22	17	17	9
Three	14	7	33	33	27
Four	7	27	17	8	18
Five	14	7	17	25	-
Six	7	18	8	-	45
Seven	-	-	-	-	-
Eight or More	7	4	-	8	-
Median	2.0	3.2	2.8	2.8	3.8

27c. Approximately how many times did you ski downhill during the last twelve months?

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	24	44	6	8	9
	%	%	%	%	%
One	21	14	33	25	33
Two	4	14	33	38	11
Three	17	11	-	12	11
Four	17	20	17	-	11
Five	21	14	-	12	-
Six	13	16	17	12	11
Seven	-	9	-	-	11
Eight or More	8	2	-	-	11
Median	3.5	3.6	1.5	1.7	2.5

32a. People have identified the following factors as important when deciding to take a trip. Would you please tell me how important each one is for you by rating them on a scale of 1 to 10. If you give a rating of one you mean that this reason is not at all important to you, a two means it is a little more important, up to ten which means this reason is of extreme importance to you. Now here is the first reason:

BY Clusters

		Clusters				
		Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
a.	To lie in the Sun and relax. **Median**	6.2	7.6	5.7	5.8	4.7
b.	To travel to places where I feel secure. **Median**	7.1	6.0	8.6	7.6	7.4
c.	To participate in favorite sports and activities. **Median**	7.1	6.4	6.8	6.2	5.9
d.	To try new and different experiences and life-styles. **Median**	8.0	7.7	7.1	7.2	6.0
e.	To learn about another country's way of life. **Median**	8.0	8.4	7.4	8.1	7.2
f.	To attend entertainment events such as live plays and theatre. **Median**	6.2	6.1	5.6	5.3	4.3
g.	To enjoy the outdoors. **Median**	8.8	7.9	8.7	8.4	8.5

32a. continued...

		Clusters				
		Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
h.	To visit cultural centres such as museums and art galleries.					
	Median	5.6	6.4	6.0	6.3	5.7
i.	Just to get away from demands at home for a while.					
	Median	9.0	8.2	9.0	9.0	8.4
j.	To attend educational events or seminars.					
	Median	4.8	4.4	4.3	4.3	3.9
k.	To visit important historic places.					
	Median	6.6	6.5	**6.9**	**7.2**	5.7
l.	To be together as a family.					
	Median	9.1	7.8	**9.3**	9.3	**9.3**
m.	To have fun and be entertained.					
	Median	**9.1**	7.9	8.3	**9.0**	7.4
n.	Going to places where I have never been before.					
	Median	**9.1**	8.7	8.6	9.3	7.9

Priority of Factors Used When Deciding to Take a Trip, From Most to Least Important

Mark & Karen	David & Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice & Fred
Go to New Places	Go to New Places	Family Together	Go to New Places	Family Together
Enjoy Out-doors	Learn New Culture	Go to New Places	Family Together	Go to New Places
Have Fun	Try New Things	Have Fun	Have Fun	Enjoy Out-doors
Try New Things	Enjoy Out-doors	Enjoy Out-doors	Enjoy Out-doors	Get Away
Family Together	Have Fun	Get Away	Learn New Culture	Have Fun
Get Away	Get Away	Security	Get Away	Learn New Culture
Learn New Culture	Family Together	Learn New Culture	Try New Things	Security
Sports	Visit Museums	Visit Historic Places	Security	Visit Historic Places
Visit Historic Places	Visit Historic Places	Try New Things	Visit Historic Places	Visit Museums
Security	Relaxation	Visit Museums	Visit Museums	Try New Things
Relaxation	Sports	Sports	Sports	Sports
Visit Museums	Entertain-ment	Entertain-ment	Entertain-ment	Relaxation
Entertain-ment	Security	Relaxation	Relaxation	Entertain-ment
Education/ Seminars	Education/ Seminars	Education/ Seminars	Education/ Seminars	Education/ Seminars

34. I am now going to read a list of suggested changes that could be considered. Would you please tell me if these changes were introduced would you:

- definitely NOT travel more than presently in British Columbia
- be unlikely to travel more
- perhaps travel more
- be quite likely to travel more or
- definitely travel more in British Columbia

Now here is the first suggestion.

(HORIZONTAL PERCENTAGES)

BY Clusters

	Definitely NOT Travel More	Unlikely to Travel More	Perhaps Travel More	Quite Likely Travel More	Definitely Travel More	Median
a. Short, well priced, packaged holidays in B.C. cities including transportation, hotels, and meals.						
Mark & Karen	12	18	19	23	28	3.0
David & Sarah	13	24	20	22	21	2.7
Jim & "The Wife"	19	11	18	25	28	3.1
Aunt Pat & Uncle Al	16	13	24	20	27	2.9
Alice & Fred	16	23	22	19	20	2.5
b. Improving the level of service in British Columbia's tourism industry.						
Mark & Karen	5	20	27	27	21	2.9
David & Sarah	10	15	31	27	16	2.8
Jim & "The Wife"	7	20	27	24	23	2.9
Aunt Pat & Uncle Al	6	15	32	25	22	2.9
Alice & Fred	11	25	29	22	13	2.5

34. continued...

	Definitely NOT Travel More	Unlikely to Travel More	Perhaps Travel More	Quite Likely Travel More	Definitely Travel More	Median
c. The introduction of "bed and breakfast" accommodation in addition to present hotels and motels.						
Mark & Karen	20	22	17	26	15	2.5
David & Sarah	15	19	21	25	20	2.8
Jim & "The Wife"	22	24	19	21	15	2.2
Aunt Pat & Uncle Al	11	25	19	20	25	2.7
Alice & Fred	23	20	25	17	15	2.3
d. Improve the quality of government camping facilities.						
Mark & Karen	17	11	9	27	36	3.5
David & Sarah	17	13	22	20	28	2.9
Jim & "The Wife"	27	15	14	16	27	2.6
Aunt Pat & Uncle Al	18	14	15	19	35	3.2
Alice & Fred	9	30	16	17	28	2.7
e. Increase the number of camp sites.						
Mark & Karen	14	12	11	25	38	3.5
David & Sarah	22	13	19	19	28	2.8
Jim & "The Wife"	25	13	16	18	29	2.8
Aunt Pat & Uncle Al	15	15	11	20	39	3.5
Alice & Fred	18	18	15	21	28	2.9
f. Reduce the cost of accommodation.						
Mark & Karen	7	10	13	22	49	3.9
David & Sarah	3	5	18	30	44	3.8
Jim & "The Wife"	5	8	16	22	48	4.0
Aunt Pat & Uncle Al	2	5	9	24	60	4.2
Alice & Fred	8	10	15	26	41	3.7

34. continued...

	Definitely NOT Travel More	Unlikely to Travel More	Perhaps Travel More	Quite Likely Travel More	Definitely Travel More	Median
g. Increase the number of cultural and interest attractions.						
Mark & Karen	9	8	25	35	24	3.2
David & Sarah	9	15	22	30	24	3.1
Jim & "The Wife"	14	12	23	23	28	3.0
Aunt Pat & Uncle Al	6	14	25	26	29	3.2
Alice & Fred	18	20	25	25	12	2.5
h. Make more activities available for children under 15 years of age.						
Mark & Karen	28	12	20	13	27	2.5
David & Sarah	29	16	19	18	18	2.3
Jim & "The Wife"	15	21	18	19	27	2.8
Aunt Pat & Uncle Al	17	13	17	21	32	3.1
Alice & Fred	25	18	10	19	27	2.7
i. Improve the information available on tourist attractions in the Province.						
Mark & Karen	7	16	17	29	31	3.3
David & Sarah	7	11	22	28	32	3.4
Jim & "The Wife"	10	7	29	21	33	3.2
Aunt Pat & Uncle Al	4	11	20	25	41	3.6
Alice & Fred	8	16	13	32	30	3.4

35. How many times have you stayed in a camp site in British Columbia within the last two years?

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	113	177	97	108	105
	%	%	%	%	%
Zero	28	40	42	45	48
One	8	7	5	3	10
Two	10	12	9	6	6
Three or More	54	42	43	45	36

39. Now I am going to read a list of facilities and services that could be offered at government camp sites. Would you please rate their importance to you, using a 1 to 5 scale. **ONE** means it is totally unimportant, up to **FIVE** which means it is extremely important. Now here is the first consideration.

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
Hot and cold showers.					
Median	4.1	4.1	4.1	4.2	4.1
Flush toilets.					
Median	4.0	3.4	4.1	3.5	4.0
Facilities for washing clothes.					
Median	2.2	2.5	2.5	2.6	2.9
Security supervisors.					
Median	3.2	3.2	4.0	4.0	3.5

39. continued...

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
Motel type accommodation in addition to camping facilities.					
Median	1.1	1.3	1.3	2.0	1.5
Increase in services such as restaurants and stores.					
Median	1.8	1.6	**2.2**	**2.3**	2.0
An advanced booking reservation system.					
Median	2.3	**2.9**	2.4	2.4	**2.5**

DEMOGRAPHICS

Age **BY** Clusters

		Clusters				
	Total Sample	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	605	113	176	97	108	111
	%	%	%	%	%	%
18 - 24	16	35	19	9	5	5
25 - 34	31	31	35	24	35	24
35 - 44	22	18	19	26	24	26
45 - 54	13	5	14	14	16	17
55 - 64	9	6	7	13	9	14
65+	9	5	6	13	11	14
Average	35	29	32	40	37	41

43. For how long have you been a resident of British Columbia?

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	113	177	89	108	111
	%	%	%	%	%
1 - 5 Years	8	15	4	10	10
6 - 10 Years	5	12	4	6	7
11 - 20 Years	27	28	24	17	13
Over 20 Years	59	44	67	67	70
Median	3.2	2.8	3.3	3.3	3.3

44. What is your marital status?

BY Clusters

		Clusters				
	Total Sample	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	606	113	177	97	108	111
	%	%	%	%	%	%
Single	24	44	36	12	7	6
Married	65	47	50	71	72	84
Separated/Divorced	7	4	10	9	13	5
Widowed	4	2	3	7	6	5
Other	1	3	1	-	1	-

45. What is your current occupation?

BY Clusters

	Clusters				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	113	175	97	108	111
	%	%	%	%	%
Accountant	2	2	3	-	-
Lawyer	-	1	-	-	-
Teacher	-	3	1	5	5
Engineer	2	1	-	1	2
Other Professional	**11**	**14**	5	**10**	7
Exec./Managerial	4	**9**	6	4	2
Owner/Self-Employed	5	5	7	3	5
Clerical	**12**	9	10	9	7
Retail Sales	4	4	2	4	2
Agency Sales	-	2	-	-	3
Corporate Sales	-	2	-	-	-
Skilled Labour	**17**	9	**13**	**14**	9
Craftsmen	2	1	1	1	1
Unskilled Labour	8	5	6	4	7
Technician	3	3	2	2	4
Housewife	9	11	**21**	**21**	**24**
Student	8	6	-	4	4
Military	-	-	-	-	-
Fisherman	2	-	-	-	-
Farmer	-	-	1	-	-
Unemployed	6	4	2	3	3
Retired	5	9	**19**	**15**	**16**

46. Including yourself, how many people live in your household?

BY Clusters

		Clusters				
	Total Sample	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE		113	177	96	108	111
		%	%	%	%	%
One		15	17	14	12	10
Two		30	35	34	29	29
Three		19	23	18	19	19
Four		16	16	24	22	31
Five or More		20	10	10	19	12
Median	2.9	2.3	**1.9**	2.1	2.5	2.6

47. How many children under 18 years of age are there currently living in your household?

BY Clusters

		Clusters				
	Total Sample	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE		49 %	65 %	47 %	52 %	60 %
One		41	51	41	29	28
Two		45	36	46	42	55
Three		6	10	13	20	13
Four		6	2	-	9	2
Five		2	-	-	-	2
Median	1.5	0.9	0.7	1.0	1.2	1.2

.. What is the highest level of education that you have achieved?

BY Clusters

		Clusters				
	Total Sample	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	598 %	113 %	174 %	95 %	106 %	110 %
Some High School	22	16	8	33	27	38
Completed High School	33	43	20	35	35	35
Some Post-Secondary	24	25	34	16	22	15
Completed Post Secondary	16	13	28	14	16	10
Post Graduate Studies	4	3	11	3	-	3

49. Do you own or rent the home you are currently living in?

BY Clusters

		Clusters				
	Total Sample	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	599	113	173	94	108	111
	%	%	%	%	%	%
Own	71	58	59	77	83	83
Rent	29	42	41	23	17	17

50. And now for the last question, I am going to read off some income ranges. Please stop me when I mention the range that best applies to your TOTAL HOUSEHOLD income.

BY Clusters

		Clusters				
	Total Sample	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	547	102	161	91	94	99
	%	%	%	%	%	%
Less Than $10,000	10	12	9	8	11	11
$10,000 - $14,999	10	12	8	11	6	15
$15,000 - $24,999	23	27	19	21	24	24
$25,000 - $29,999	13	9	12	11	14	17
$30,000 - $34,999	11	5	11	12	15	12
$35,000 - $39,999	9	7	10	14	10	5
$40,000 or More	24	28	32	23	20	15
Average	$28,000	$25,000	**$31,000**	**$29,500**	$28,000	$25,000

51. Indicate sex of respondent.

BY Clusters

	Total Sample	Clusters: Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	606	113	177	97	108	111
	%	%	%	%	%	%
Male	47	50	51	55	37	36
Female	53	50	49	45	63	64

Area BY Clusters

	Total Sample	Clusters: Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
BASE	606	113	177	97	108	111
	%	%	%	%	%	%
Vancouver Island	16	12	19	14	17	16
Vancouver & Area	36	35	49	27	34	28
South Eastern B.C.	22	26	15	26	21	26
Northern Interior	26	27	18	33	28	30

VII FOCUS GROUP ANALYSIS

Introduction

In early September, 1984 five focus groups were held throughout the Province. The first of these was held in Victoria, followed by Prince George, Kamloops, and two groups in Vancouver.

The group discussions focused on travel habits. Respondents were asked open-ended questions and were allowed to freely discuss past, present, and future travel patterns. The discussions began with broad topic areas and gradually focused on travel within B.C. In each of the groups several advertisements were shown and feelings elicited. The ads were taken from T.V., radio, and newspaper.

Included in this report are the following sections:

Objectives of the Research
Research Methodology
Limitations of the Research
Focus Group Results
Travel In General
Travel In B.C.
B.C. Tourism Advertisements

Objectives of the Research

The primary objective was to obtain information on where British Columbians are travelling and why, and determine the effectiveness of several advertising campaigns sponsored by Tourism British Columbia.

Research Methodology

To participate in the focus group the following qualifications and quotas were set:

- Over 25 years of age.
- Male or female head of household.
- 2/3 of group have travelled in and out of Province on vacation in last two years.
- 1/3 of group have travelled out of the Province in the last two years.
- None work in the hospitality industry, for advertising, or marketing research agencies.
- None have attended another group discussion on any topic during the last year.

Limitations of the Research

Because of the small sample size and unstructured nature of focus groups the results must be considered qualitative rather than quantitative. Therefore care must be taken in analyzing the results, for they represent the views of a small sub-set of the population.

The focus groups were fundamental in laying the groundwork for the Province wide telephone survey. The discussions provided direction for developing and refining the final telephone survey questionnaire.

What makes these groups so valuable is that they can provide the "feeling" side to the quantitative data.

Focus Group Results

Results of the focus groups are discussed in the following section. The comments are based on the overall feelings expressed in all groups, with the exception of those groups where significant differences were noted.

The topic analyses follow the same order as that used by the focus group moderator during the group discussions.

Travel In General

B.C. residents appear to be frequent travellers. Most respondents indicated they take at least one major holiday per year. Respondents from Prince George seemed to be more frequent travellers, while those in Kamloops seemed to take fewer trips during the year.

As would be expected, travel to the United States is somewhat greater for those in the Vancouver area. Because of the close proximity to the U.S. border Vancouverites make frequent small trips to Washington State and surrounding areas.

Support for these conclusions can be seen in the following:

(Males)

"I went three weeks ago. I went down to Washington State, down along the coast."

"I take weekends in Portland, Seattle, places like that."

(Females)

"Seattle for the night, that sort of thing..."

"I go to Seattle sometimes for the weekend. I go for concerts and that sort of thing."

Residents of Vancouver Island tend to stay on the island when they travel, unless they are taking a major planned holiday. Because of the expense and time involved with leaving and returning to the island, residents prefer staying there and enjoying the many activities offered.

Verbatims from the Vancouver Island focus group indicating these trends are as follows:

"Last July I flew up to Campbell River and last fall I flew to Edmonton. I went up there (Campbell River) for four days and I really enjoyed it."

"I just had a baby a few months ago so I haven't been very mobile, but last year we went hunting and fishing, to Montreal and down the coast to Point Adams."

"We have been doing little short trips like going back to Hornby and things like that. My husband is already talking about going fishing next year."

"I don't like cities. I would prefer to go to the mountains or beaches or something."

"I go fishing on the Island mostly."

"The Island ferries kind of turn you off unless you're going away for any length of time. It's not difficult getting off it, but it's getting back....It took me longer to get from the ferry over here than it did to get from Kamloops to the ferry."

(What is the worst thing about taking a holiday in British Columbia...) "Getting on and off the Island."

"The ferries."

"...if you're going away for a long weekend by the time you drive to the ferry, cross over and drive to wherever you're going you have wasted half a day."

The Kamloops results indicated that the local residents take many of their trips out of B.C. to Alberta. They take a number of small trips which might include a weekend fishing trip or a visit to the Okanagan Lake region. The Kamloops respondents had many positive comments about the beautiful lakes and fishing spots that are available within a short distance from home. A visit to Vancouver was described as a fairly large trip, but not really a holiday. Visits to Vancouver were usually taken by automobile and the purpose was for shopping and/or visiting friends and relatives. The primary reason for much of their travel is visiting friends and relatives. If these people travel to a warm destination it is somewhat more likely to be to Arizona, whereas on the coast, Hawaii was the major destination.

Support for the feelings expressed in the Kamloops group are shown below:

"My last holiday was in Alberta. I drove down into Calgary."

"Edmonton. I went in the first of July and I was there for a week."

"I went home to my hometown in Saskatchewan and also I was in Edmonton for a nursing reunion."

"I haven't been out of the country in years."

"In the past two weeks I was in Hinton, Alberta."

"I went to Clearwater for four days. There's a lot of fishing up there."

"We go motorhoming on the weekends and I enjoy the Kamloops Natural Society, and they have outings on the weekend often."

"I go to Kelowna, Penticton, or camping. I take the kids. I also camp a lot around here to the small lakes."

Respondents from Prince George travel extensively throughout the year. They travelled to many destinations including Prince Rupert, the Okanagan, Vancouver, and the U.S.A. They travel primarily by automobile.

Reasons for this travel include the feeling of isolation in Prince George, the desire for warm weather, and the lack of facilities in the Prince George area.

Several verbatims from the focus group are shown to support these statements:

"I went back to Manitoba and down through the States."

"...we've travelled down to Vancouver a couple of times and around."

"I went down to Vancouver and then to the States and then up to Penticton and back up to Prince George."

"We went up to Rupert for our holidays. We were gone for a month. We were a month between the Island and Okanagan."

"I flew to Vancouver and then drove to Osoyoos and then drove through the States on the way home."

"The last couple of years we've gone to the Island. Last year we took the ferry down from Prince Rupert to the Island. We spent a week or so there in Victoria and Vancouver."

"Actually, I like to go to Vancouver here and there. Maybe twice a year we will go down there. We might go to Seattle or Calgary or Edmonton, its just a little bit different scenery. Also, my kids are growing up and I think it's good for them to get around and see things. It's an education for them."

"I go to Christian drop-ins or I go to Merritt to see my family. I might go to Vancouver or down to Tacoma on a Thursday night and come home Sunday."

"If I had an ideal holiday I think it would be a break in the winter time, say mid-January, for a couple of weeks. I would go to Hawaii or Arizona or just some place where it is warm."

An important distinction was noted in all five groups between a holiday and a trip. A weekend getaway is a trip, not a holiday. Also, camping is not a holiday. A holiday was described as a trip away from home which includes a change of scenery, a change of pace, and decreased pressures. A change in scenery was often associated with travel to sunny areas (eg. California, Hawaii, etc.) and different types of foliage (eg. palm trees).

Strong support for these statements can be found in the following verbatims:

(Prince George)

(A holiday is...) "Probably two to three weeks. Mine were two weeks."

"I'm a self-employed farmer/rancher and we don't have weekends. We usually take our holidays just in September. Weekends we stay home."

(Victoria)

"We don't go on many small holidays."

"No, we don't take any short holidays."

(Is a short trip a holiday...) "I don't think so because you're usually just going to visit friends and you take your kids with you, I don't think so. If you leave your kids at home it isn't bad."

"When you take the kids you still have the responsibilities so you aren't really taking a holiday, you're just changing the environment."

(Vancouver Females)

"My family lives in Victoria so I go over there quite often, but that's visiting, it's not really a holiday. It's sort of a home away from home."

(A holiday is...) "A month."

"You can sort of get yourself together in a week and feel like you've been away. For a holiday I think of three weeks minimum."

A rather important point to note is that many B.C. respondents took holidays in the winter outside of B.C. B.C. residents leave the country and head for the warm weather in California and Hawaii. Travel within the Province is more likely to occur in the other seasons, due to the obvious constraints imposed by weather, distance of travel, and poor travel routes and systems.

Some of the reasons for travelling to the U.S.A. have already been mentioned, but other reasons include perceived better value for the dollar and better service in restaurants. Residents throughout B.C. mentioned that motels were cheaper in the States and the food value better, even with the difference between the value of the Canadian and U.S. dollar. Respondents also felt that waitresses in the States gave better service and were friendlier than those in Canada. Also mentioned was the perception that bigger portions are given for less money in restaurants in the U.S.

Statements made that support these conclusions include the following:

(Vancouver Females)

"I feel like a tourist when I go to Washington. I don't feel like a tourist when I go in B.C."

"They know your a foreigner."

(Vancouver Male)

"When your down in the States prices are cheaper."

(Victoria)

"I think the actual service and the attitudes toward tourists is better in the States."

"I think it's their (Americans) attitude that they're actually there to serve you. They serve you with the idea that you will come back."

"They seem to enjoy their job more, and it seems that when you spend your money there you get something for it. I don't know, but I deal with hotels and restaurants and they don't seem to have that lackadaisical attitude that they have up here."

(Kamloops)

"I find down in the States if they find out you're Canadian they are very friendly."

"They're different. Besides, you don't get one ounce of alcohol, you get about four or five."

(Prince George)

"For eating and that you can't beat it (U.S.A.)."

"I noticed that when you went into a restaurant at that time the prices were pretty reasonable in comparison to what you get here. The waitresses were a hell of a lot better down there than they are here."

"They (Americans) are tourist oriented."

The U.S. was thought to be somewhat more tourist oriented than Canada. As several respondents mentioned, the Americans will erect a sign for "Joe's Rock" and charge three dollars to see it. When asked about tourist attractions in B.C. those living in the interior and northern B.C. almost immediately mentioned the water slides in the Okanagan area. Vancouver area and Victoria area residents mentioned the major tourist attractions located in the two cities. The major point that was raised was that in B.C. the major drawing card is the beautiful scenery and natural beauty, not the man-made tourist atttractions.

When respondents were asked about travelling in B.C. statements such as these were made:

(Prince George)

"B.C. has got a lot to offer scenery wise."

"What I think is super about B.C. is the variety."

"I don't think B.C. has many tourist attractions at all, besides the scenery..."

(Kamloops)

"It's beautiful country, there's no doubt about it, as long as you go in the summer time."

"There's a lot of scenery."

"I think one of the biggest assets in B.C. is that it's not too commercialized."

(Victoria)

"From our experience there are a lot of places to camp."

"I think of something outdoors; fishing, camping, hiking..."

"The Okanagan is a calling card for the outdoors."

(Vancouver Male)

"Skiing. If I was going to have a holiday in B.C. I would go skiing at Whistler."

(Vancouver Females)

"Vancouver is my favourite spot in B.C. Some of the places in the Cariboo have big tourist attractions. The ski spots, Hemlock, Silverstar, all of those after Whistler..."

"B.C. is more...you come here for rugged scenery and that sort of thing."

"I'd go skiing up at Whistler or in B.C. any day if the air fare were cheaper."

"I feel that I know B.C. inside out."

"Travel in B.C. is so limited to avoid snow and ice. There isn't too much time left to really go for it."

The primary motivation behind travel was relaxation. Respondents in Prince George also placed a heavy emphasis on the educational value in selecting a holiday destination. Also, when selecting a holiday destination, familiarity plays an important role. Respondents in all groups indicated a preference for travelling to known destinations outside of Canada. That is, some preference was implied for travelling to Hawaii which is familiar versus Mexico which is less well known. A sense of security is important when selecting a holiday destination. Therefore, the more familiar a destination, the greater the perceived sense of security.

Travel In B.C.

The key words associated with travel in B.C. are camping and families. Residents indicated that those who travel within the Province do so because it is cheaper than travelling elsewhere, particularly when children are involved.

B.C. offers many reasonably priced camping facilities that cater to the family group. The Provincial Parks were rated quite highly by those who enjoy camping. Private camp sites were said to offer more conveniences, but they are often more expensive and the tent space was limited. B.C. residents noted that the cost of Provincial Parks has increased substantially over the years and, in some cases, the price is on par with private parks. The group in Prince George was somewhat more critical of Provincial Parks than were those in the other groups.

Criticisms made about camping facilities included:

(Prince George)

"...the campgrounds are empty and they're costing eight to ten dollars a night now."

"There are no facilities."

"I'm embarassed because people come through and ask me where there is a campground, and I tell them to go on to ( ) or someplace like that. I am absolutely embarassed to send them out there. God knows what it costs."

Another important point is that the respondents travelled in B.C. when they were youngsters or when they were raising their children, and now it is time to venture out and see other parts of the world. They are familiar with their own Province. This is a critical consideration with an ageing population.

Hotels and motels are thought to be very expensive within B.C. If one was not camping it was highly likely he would be staying in the home of a friend or relative. Another factor of great expense when travelling intra-Provincially is gasoline. Travelling in B.C. can take up to eight hours in length and a tank or two of gasoline. This may be a primary deterrent in encouraging travel within the Province. Also, because the automobile is the major mode of travel, weather and road conditions affected the time of travel and the distance ventured.

Verbatims indicating the problems with travelling in B.C. are as follows:

(Prince George)

"I'm tired of driving somewhere ten hours by myself."

(Kamloops)

"...mainly it's finding a good place to stay that isn't going to cost you an arm and a leg."

(Victoria)

"Maximum price for minimum service."

"Well, we don't often stay in hotels in B.C. because we have relatives up in the interior and that cuts down on expense. If we stay in a hotel and then look at the price of a meal you're looking at a hundred or a hundred and fifty going down the drain."

(Vancouver Males)

"Up here you can spend a small fortune in gas."

"You can go to Reno on packages for the same price as it costs to go to Kelowna and back."

"Nobody wants to talk about their B.C. vacation. They'd much rather talk about going to Sidney. There's no spectacle in vacationing in B.C."

(Vancouver Females)

"There is no other transportation besides your car."

"Yeah...gas is expensive."

"I guess its distances. It's a pretty big Province."

Travel within B.C. seems to be more spur of the moment versus the longer planning necessary when taking longer holidays. This goes along with the notion that travelling in B.C. means camping for a weekend.

When Whistler was discussed those in Prince George and Kamloops expressed a great deal of negativism. These people were unimpressed with the new Whistler Village complex and described it as a waste of the tax payers' money. There was a strong "snob factor" associated with the Village, and it seems unlikely that Whistler will draw these types of people.

A number of Vancouver area respondents, on the other hand, have visited Whistler during the off seasons and seemed to enjoy themselves there. Besides the many outdoor activities offered, the special hotel discounts also proved to be a strong attraction for visitors.

B.C. Tourism Advertisements

The key word associated with the ads and travel in B.C. was "diversity". The ads were said to focus on the diversity of scenery and variety of things to do in the Province.

At the present time tourism advertising has focused on the scenery and natural beauty found in British Columbia. The problem with this type of advertising seems to be that it isn't telling residents anything new, and more importantly, it isn't encouraging them to travel more within B.C. The Victoria focus group made some very strong statements about advertising in general, and they are given here to substantiate the findings.

"They should focus on what to do in B.C. at certain times. Like advertise the Regatta and such things."

"That's true because they just have the advertising for the one thing, come to Beautiful British Columbia."

"They don't advertise something particular. If you live in B.C. you know where Buchart Gardens is and the Okanagan Lake, but nobody else does."

"Don't you find we advertise natural resources whereas everyone else advertises sights?"

"Yes, it's Super Natural British Columbia. They say come see the ocean and the mountains, but in California it's like Disneyland and various places."

"Maybe we should advertise the specific things they can come and see such as Long Beach, Disneyland, SanFrancisco. You mention San Francisco and the cable cars and those things pop out of me. They should advertise stuff you can come to Vancouver for."

The most appealing ads were the "Super Natural" commercials shown on television. The snow scenes were particularly appealing, however, the cost factor associated with that type of skiing bothered some people.

Focus group verbatims regarding the Super Natural advertisements are as follows:

(Vancouver Females)

"I really enjoy that. It does me a world of good."

"I think it shows that there is everything available here."

"I always thought I was watching it on an American station. I never realized it was for British Columbia."

"The one thing I don't like about the jingle is it's very similar to a beer ad."

"That's what you expect in B.C. They're always advertising cigarettes and beer."

"Even though they showed a family I don't really think it's family orientated. The skiing is much too advanced for family skiing."

(Vancouver Females) continued...

"I like to look at that ad because it's beautiful, but when I think of skiing I think of it as something for people who are very well of."

"It's like the beer commercials. It's for the young people. It's not for the 58 year old tourist or whatever."

"It's aimed at people who have money."

"The television showed me the beautiful sights, but it didn't make me want to do anything. It wasn't specific."

(Vancouver Males)

"It sounds like a beer commercial."

"I'm glad I live here when I see that."

"We can see it all everyday."

"This would be the time I would get up to go to the bathroom or get something to eat or something. It wouldn't interest me."

"That ad is good for people not in B.C."

"It's not telling them that there is good skiing here, they know that. That is telling people outside B.C. that there is good skiing here."

"It was pretty well concentrated on powder skiing."

(Victoria)

"I kind of enjoyed the fellow who was sitting there fishing."

"It just looked so peaceful and relaxing."

"It would appeal to a lot of people in the States."

"What they're trying to do is get people to travel in B.C., that's what they say on there, but what are you going to do, go down to your travel agent and say I saw this ad and I want to go there."

"I like that one and I don't even ski."

"That to me indicates that it costs money because it is helicopter skiing."

"It's not for the novice skier."

(Kamloops)

"I noticed the girl singing. I really like that."

"It's appealing to the B.C. market. It's appealing to British Columbians themselves."

"They're trying to sell B.C., how attractive it is and what it has to offer."

"It's showing you the natural and the great outdoors."

"I would want to find out where are all of these places."

"It was high pressure sales." (skiing ad)

"You could take a ski vacation by yourself or take your family with you."

"It doesn't look like family skiing, it's more for the expert."

(Prince George)

"I just felt there was a lot of variety. Here it's really beautiful."

"There were only two things they showed in that ad. It was either camping and being outdoors or the food that they showed was in pretty nice restaurants."

"I assumed it was in the Lower Mainland mostly."

"It's an appealing ad, that's for sure."

"They are appealing to the people who live in cities. They are appealing to them to get away from it all."

"It makes you feel lucky that you live in B.C."

"That must be Whistler."

"That is directed at one specific type of person."

"That one appeals to me. I don't ski."

"It's something you would like to do."

Radio Commercial

The radio commercial received mixed reactions. It was thought to be too long and most people "tuned out" before the ad was half way finished.

Overall, the comments made toward the radio spot were quite negative. Several examples include:

(Vancouver Females)

"It was phoney."

"It was too long."

"I liked the beginning and I liked when they were describing the route up to Squamish, then my mind cut off."

"I think it was good for creating visual images, but the voice was a little too seductive."

(Vancouver Males)

"Ninety-five percent of the people from Vancouver won't go up the Squamish highway in the summer or winter."

(Kamloops)

"Terrible commercial."

"It's too long for me."

"My feeling is I don't even know where these places are, it doesn't mean a thing to me."

"It's an awful pushy commercial."

(Prince George)

"Everything is down there and not up here."

"I think that is a good ad because it is a sixty or seventy mile strip. I feel that is good."

"I think it is definitely a good ad for promoting tourism in B.C. because it makes everyone aware of what we've got that they don't even know about."

"It makes you feel as if you were the first to travel this route. I can picture what they're talking about."

"It's for the person who is from somewhere else."

Newspaper Advertisement

The newspaper advertisement was thought to be too large and contained too much information by most respondents. It was described as something that would be read when information was wanted on a specific topic (ie. a reference source). Although most people thought the ad was too wordy, they did focus in on certain areas of interest (eg. Fort Langley, the Orca, the Cheddar Cheese). They also indicated that the newspaper ad contained nothing new to them.

Reactions to the newspaper advertisements were as follows:

(Vancouver Females)

"You would have to take a day off work to read it."

"They should have more pictures and not so many words."

"When I see the sailboats and the whale and the Indian carving I think of Vancouver. I don't think of anywhere in B.C. except Vancouver."

(Vancouver Males)

"I don't read ads like that."

"I already know what we've got."

"There's too much there."

"Sections of it. I don't think I'd study all of it."

"I think it's catchy and that they are trying to get people to check out what we've got to offer. I think that would do better in a brochure or something like that in a newspaper."

"Someone might see something there they hadn't seen before and be interested."

(Victoria)

"It's just another thing to read. It doesn't really phase on me."

"Something for everyone."

"The thing is a tourist thing. It's things visitors come to see, we don't want to see those things."

"I've seen that before and I think it's one of those you flip over and read the next page."

(Kamloops)

"There is nothing there to really catch a person's eye."

"I'd figure I already know it."

"I'd like to know a little more but I wouln't read it."

"I think the native art in the corner would catch my eye, and I would start reading that section."

"On Sunday I'd read it. I'd have to take all day to read it."

"Most people take their holidays when their children are out of school. That is in June, July, and August. That's for people who can afford to travel."

(Prince George)

"At the Tourist Information Booth they've got it."

"I wouldn't look at it."

"I think there is too much on it."

"It's too busy."

"They are trying to appeal to our sense of pride in our own Province."

"...with this you look at it and figure oh well, I'll read it when I get around to it."

"I think that could be our own neglect because we all live in B.C. and we all think we know everything."

As was expected, differences in travel habits do exist between geographic areas within the Province. The opinion which came through in all the groups is that B.C. is a place for camping and young families to travel. Many of the Province's residents have seen B.C. when they were younger, and now "familiarity breeds contempt". The general feeling was one of "I saw B.C. when I had no other choice, now I want something new and different". This problem is one that needs to be considered and confronted with an ageing population.

VIII CONCLUSIONS

The conclusions that can be drawn from the study are presented according to the objectives, as stated in the initial research proposal.

Objective One: To determine the experience, awareness, motivations, reasons, and preferences for travelling within British Columbia, other parts of Canada, the United States, and to other countries of British Columbia residents (ie. those having permanent residence within the Province).

Topic areas to include:

- definition of a vacation
- planning patterns
- method of travel preferred and used
- time of year for travel and controlling variables
- size of party on a trip
- their reasons for travelling to preferred destinations and choice criteria
- activities during trip
- frequency of travel
- length of vacations, trips, and holidays
- information and influence sources.

Definition of a Vacation

The survey results indicate that a two day short trip is not a holiday for it does not achieve the goal of relaxation. Results from the focus groups and telephone survey indicate that a vacation is a trip of at least seven days duration.

Planning Patterns

The most typical planning period for a trip within B.C. is twelve days. Trips within B.C. are significantly more likely to be spontaneous than are trips to other destinations. The further the destination the longer the planning period.

Method of Travel

Overall, most travel was done by automobile. Seven out of ten respondents who travelled in B.C. used an automobile as their major method of travel. Those travelling to sun spots and "other" destinations were significantly more likely to use air travel. The use of airlines is probably determined by the distance travelled and time available to reach the destination.

Time of Year Travelled

The most popular months for travel were July, August, and September. Results of the focus group help to explain the preferences for these months. The summer months are easily explained by the fact that this is the time when children are on holiday from school. The early Fall can also be partially explained by individuals who are self-employed, such as farmers/ranchers. These individuals probably take one major holiday per year after their busy season.

Party Size

The average party size per trip was 2.9 people. There was a slight difference noted in that the average for Vancouver Island was 2.6 persons as compared to an average of 3.2 persons in the Northern Interior. This difference may be attributable to the fact that respondents from the Northern Interior tend to have larger families and are more family orientated than respondents from other areas.

Reasons for Travelling to Preferred Destinations and Activities Participated In

The primary reason for all travel was visiting friends and relatives. Other reasons given include pleasure/sightseeing, a basic holiday, and outdoor activities.

Outdoor activities are of significantly more importance to those travelling in B.C. and the U.S.A.

Those visiting other parts of Canada do so almost exclusively for visiting friends and relatives.

Almost one out of four travellers (24%) went to "sun spots" to visit friends and relatives. Their other motives were pleasure/sightseeing and a basic holiday.

Frequency of Travel

Over 75 percent of British Columbians have taken a pleasure trip within the last year. These must be considered the total potential market for intra Provincial travel. Of these 53 percent travelled in B.C., and 52 percent have travelled to other destinations. Of those who have travelled for pleasure in the last year (78 percent of total population) 33 percent only travelled in B.C.

Length of Vacations, Trips, and Holidays

The telephone survey indicates that an average British Columbian spends 8 days per year travelling. The typical trip within B.C. lasts for 3 days, and those to the U.S.A. last for 3 days, while those to "sun spots" last 7 days. The trip length for British Columbia travel and travel to the U.S.A. are similar; so it would seem that those who are travelling to the U.S.A. need be inspired to stay within their Province rather than heading over the border, and British Columbians should be encouraged to extend the length of their trips within the Province to four or five days.

Information and Influence Sources

The majority of travellers indicated they didn't need any information before they went on their trip. This is especially true of those who vacationed in B.C. where 62 percent indicated they didn't need any planning information. As was discovered in the focus groups, B.C. is a "known" destination, therefore no planning information is deemed necessary.

The majority of travellers going to any area, except the U.S.A., indicated they themselves were most responsible for choosing their holiday destination. Those who travelled to the U.S.A. were significantly more likely to be influenced in their choice by friends and relatives.

Objective Two: General attitudes towards travel within and outside of British Columbia.

Topic areas to include:

- reasons for travelling or not travelling in the Province for a vacation will be investigated in-depth
- responses to interest, basic attraction, cost, convenience, relaxation, environment, weather, variety of activities, residents and service personnel attitudes, accessibility of various attractions, difference or uniqueness, comfort-zone attitudes, ambiance of areas.

Reasons for Travelling/Not Travelling in the Province

The major reason for travelling in B.C. was surprising! Although scenery and beauty were important considerations, the major motivation for people to consider travelling within the Province was their feeling that they should support their own Province. This overall feeling was based on an amalgam of pride in their Province, the convenience, the reduced cost, and a feeling that they could know more about the Province.

The major reasons for not travelling within the Province revolved around both controllable and uncontrollable variables. The weather, the long distances needed to be travelled over, trecherous highways, and in reality these cannot be affected. There was a strong opinion that really B.C. does not offer holiday destinations that have the excitement associated with out-of-Province or out-of-country resort areas. This opinion was strongest in the urban areas. Urban respondents also indicated that outdoor activities are less enjoyable than their more rural counterparts.

Interest In and Attractions for Travelling Intra-Provincially

The respondent group were very likely to consider travelling in B.C. for a short three day trip, but B.C. lost its appeal as the trip length increased. The conclusion is that B.C. trips would probably be made by car and would not cover long distances; destinations being close to home.

Hence, the overall conclusion is that intra Provincial tourism would be best served by providing short holidays that take people out of their home environment inexpensively.

B.C. residents must be convinced that the holiday destinations they can choose within the Province offer reasonable alternatives to those in other areas. They must be made interesting and rewarding.

One motivator that could be considered for use is to appeal to their sense of being British Columbians. The unaided strength of this reason for travelling within the Province indicates it could be used as a creative platform.

Objective Three: To determine preferences and needs in vacations - The Perfect Holiday.

Topic areas to include:

- destinations preferred
- length of trip
- frequency of holidays
- balance of major and minor vacations
- expected cost
- anticipated benefits (regarding relaxation, learning, self-fulfillment, etc.).

The survey indicates that when British Columbians travel they want to relax. A two day trip isn't enough to achieve this purpose.

British Columbia is the most likely destination for a three day break. For trips longer than a week people start looking toward sun spots and other destinations. The reasoning behind these shifts in destinations is most likely

due to the fact that vacationing in B.C. for three days doesn't require much travel and the traveller can enjoy the scenery and outdoor activities. For trips greater than a week the traveller begins looking for changes in weather and climate, and a place for relaxation away from home.

The single most important factor when deciding to take a holiday is to be together as a family. This is notably less important to the Vancouver area residents who tend to be somewhat less family oriented.

Objective Four: To measure the penetration of the British Columbia residents' total travel revenues by intra-Provincial vacationing, and to estimate the total potential penetration that could be achieved.

Penetration

At the time of the survey the population of B.C. was estimated, by the 1983 up-date to Statistics Canada's census, to be 2,805,400. Fifty-three percent of the population travelled within B.C. last year. The following figures have been computed for the potential intra-Provincial travel market.

		Number of People
Travellers - Total Potential	100%	2,805,400
Travelled in B.C. in Last Year	53%	1,486,862
Did Not Travel in Last Year	22%	617,188
Only Travelled Out of B.C. in Last Year	25%	701,350

During 1983-1984 forty-seven percent of British Columbians did not travel within their Province. Thus, the potential market could be encouraged to change their habits and vacation in B.C. is 1.3 million people.

Objective Five: To identify those market segments that are most amenable to travelling within British Columbia, and the support needed to attract these segments.

(**NOTE:** Segmentation can be based on demographics, psychographics, life-style, behavioral patterns, or combination variable such as family life cycle.)

Topic areas will cover:

- segmentation parameters (including psychographic life-style and demographic variables)
- information needs
- positioning considerations for the Province as a holiday destination
- estimate population sizes for each segment according to the characteristics identified

Geographic Characteristics

The results of the survey have been analyzed according to the respondents residence location with specific differences being noted.

The major market is the Lower Mainland, which differs from the remainder of the Province as follows:

- Greater incidence of single people (34% compared to Provincial average of 24%). If the Lower Mainland data is removed the incidence of single people declines to 18%.
- Smaller household sizes (1.9 vs. 2.9 average for the remainder of the Province).
- Fewer children under 18 (0.8 vs. 1.0 for the Province).
- Higher level of education (28% completed university compared to the Provincial average of 20%).
- A somewhat higher income on average ($28,500 vs. $28,000 for the Province).
- Greater incidence of residents renting their homes (45% vs. 29% for the Provincial average).

The other areas do not exhibit such large variances, however, the Northern Interior respondents did have larger families and were more likely to have blue collar jobs.

This major market segment, the Lower Mainland, enjoys travel, but beautiful scenery and the great outdoors are unlikely to motivate them to travel within the Province. What is needed are inducements such as discounts in accommodation at Whistler Village, packaged ski holidays to the interior of the Province, special rates for trips to Vancouver Island, and lower air fares to other parts of the Province. Because they view Vancouver as the major tourist attraction in B.C., more has to be done to promote travel outside the Lower Mainland. This market wants to get away from home and relax but not spend eight hours getting to their destination. This is why destinations such as Whistler Village and Vancouver Island, which are not too far from home, may be the areas to promote to this group.

Psychographic Characteristics

The statistical analysis of the results of a series of psychographic questions indicated there were five basic groups of people in the sample who could be distinguished by their attitudinal positions.

To provide a general overview of each cluster they have been given representational names as follows:

Cluster A: Mark and Karen (19% of the population)
Younger, blue collar, less educated, rural, lower income, single, home renters. They travel in British Columbia.

Cluster B: David and Sarah (29% of the population)
Younger, white collar, professional, highly educated, urban dwellers, single, renters, both male and female (Yuppies). They travel in and out of British Columbia.

Cluster C: Jim and "The Wife" (16% of the population)
Older, blue collar, less educated, rural, lower-middle income, married, home owners, both male and female, some have children. They travel only in British Columbia or only out of British Columbia.

Cluster D: Aunt Pat and Uncle Al (18% of the population)
Medium age, blue and white collar, urban and rural, married, have children, home owners, more likely female. They don't like to travel.

Cluster E: Alice and Fred (18% of the population)
Older, blue collar, rural, married, home owners, lower income, have children, more likely female. They don't travel or only travel in British Columbia.

Mark and Karen and David and Sarah are both younger. What distinguishes them is that Mark and Karen are blue collar, less educated, rural, and lower income. In contrast, David and Sarah are white collar, highly educated, urban, transient, and higher income.

The remaining three groups are similar in that they are older, blue collar, married, less well educated, and in the lower income ranges. These groups are very "traditional" in their behaviours and attitudes. What distinguishes Aunt Pat and Uncle Al from Jim and "The Wife" and Alice and Fred is that they are a conglomerate of urban, rural, blue collar and white collar individuals. No matter what their occupation or where they live Aunt Pat and Uncle Al tend to be traditionalists.

Information Needs

Generally, British Columbians need more information on what is exciting and new to do within their Province. They feel that they know about B.C. and are not willing to search for new adventures to undertake. Therefore more promotion of the "unknown" activities to be found in B.C. should be undertaken in future promotions.

Positioning Considerations

The telephone survey and focus group results indicate that B.C. should be positioned as a place to spend holidays of longer than a weekend, but less than a week. The results indicate that travellers are unlikely to spend a week or more at a time vacationing in B.C. Thus, encouraging more medium length trips may be advantageous to meet the tourism industry's goal of increasing travel within B.C.

Population Size for Segments; Based on Cluster Analysis

	Segments				
	Mark and Karen	David and Sarah	Jim and "The Wife"	Aunt Pat and Uncle Al	Alice and Fred
Proportion of Population	(19%)	(29%)	(16%)	(18%)	(18%)
BASE	396,226	604,766	333,664	375,372	375,372
	%	%	%	%	%
Proportion Not Travelling	19	18	19	29	25
Proportion Travelling Only in B.C.	27	22	30	22	28
Proportion Travelling In and Out of B.C.	30	35	20	22	23
Proportion Not Travelling in B.C.	23	25	31	27	23
Potential Market Based On Those Not Travelling in B.C.					
Proportion	42%	43%	50%	56%	48%
Number of People	166,415	260,049	166,832	210,208	180,179

Objective Six: To assess the effect of the current advertising program that addresses intra-Province vacationing.

Topics to be covered will include:

- awareness of program and details remembered
- influences of the program.

The promotion that was seen or heard by the focus groups held positives and negatives for them.

Positives

- The television commercials were considered beautiful and inspiring. They made the participants proud of their Province and created some interest in the area.

- The skier commercial was considered exciting and beautiful, and very attractive.

- The radio commercial raised their curiousity, for they had not considered the various attractions as a chain that could be visited en route.

Negatives

- The television commercials portrayed beautiful but solitary scenes that left the viewers feeling somewhat lonely. There were not enough people enjoying themselves in the scenes.

- The skiing commercial seemed to be aimed at an up-scale, non-family group who had to be excellent skiers. The respondent groups could not easily relate to the activity they saw, even though they were fascinated.

- The radio commercial was too long and, hence, several of the respondents lost interest less than half-way through. The inclusion of the Whistler Village complex upset several non-Vancouver respondents who thought the tax-payers' money had been misspent in the development of Whistler.

- The newspaper advertisement was not positively accepted for it was too long, contained little new information, and was not considered particularly attractive.

Overall, the commercials and advertisements did not ask for any action on behalf of the respondents. They did not get enough information or they thought the scenes were either too solitary or did not relate to them.

Objective Seven: To obtain information relevant to formulation of future marketing strategies.

Topics to be covered will include:

- presentation of various positioning statements relative to B.C. as a vacation destination
- obtaining open-ended unaided and aided responses to improvements to the facilities, properties, accessibility, and physical plant offered by B.C.'s tourism industry.

SEE SECTION VIII MARKETING CONSIDERATIONS AND RECOMMENDATIONS

Additional Objectives

A. Develop a Profile of British Columbian Skiers

DOWNHILL		CROSS-COUNTRY
26%	ACTIVE LAST YEAR	20%
	Number of Times Skied Last Year	
12%	Once	8%
33%	2 - 5 times	39%
21%	6 - 10 times	19%
34%	More Than 10 times	34%
27%	INACTIVE LAST YEAR	23%
• No Interest (30%) • Too Expensive (29%) • Lack of Time (20%) • Physically Unable (18%)	Major Reasons for Not Skiing Last Year	• Lack of Time (30%) • Change of Life-Style (18%) • No Equipment (15%) • Physically Unable (14%)
6%	POTENTIAL MARKET	12%

B. Develop a Camper Profile

Overall, respondents throughout the Province indicated they were likely to travel more, intra-Provincially, if the quality of government camping facilities were improved, and if the number of government campsites were increased.

Use of government campsites:

	Total Sample	Types of Campsites Used	
		Government	Private
Non-Campers	40%		
One Time Campers	6%	66%	34%
Two Time Campers	9%	94%	6%
Three or More Times	45%		

Ninety-four percent of those who camped two or more times during the past year made use of at least one government campsite. The majority (63%) used government campsites for all of their camping trips.

Combining the results for all campers, it appears that 54 percent of the total sample have stayed in at least one government campsite in the past year.

The major advantages cited for government campsites versus private sites were as follows:

- Government sites are cleaner.
- Government sites are more peaceful.
- Government sites are cheaper.
- Government sites are in more locations.
- Government sites are more natural/less commercialized.

IX MARKETING CONSIDERATIONS AND RECOMMENDATIONS

1. The respondents thought they are generally aware of options available to them for vacationing in B.C. for they travelled extensively in the Province as children with their parents. B.C. has an image, in their minds, of being beautiful but lacking excitement. They have an inner pride about their Province and consider that its various sectors are definitely different. The majority's complacency, however, removes B.C. from any thought of a holiday of over three days. This complacency also has dulled their awareness of the vacation alternatives available here. To counter-act this lack of awareness, and to raise British Columbians consciousness about B.C. as a possible holiday choice, the following steps are recommended:

   - Emphasize that B.C. has interesting or new activites in addition to being "Super Natural".
   - Appeal to their sense of pride in the Province and their stated position that travelling in B.C. is morally positive.
   - Increase available information on intra-Provincial travel, for example: a concerted, planned, scheduled series of newspaper articles on resorts and attractions throughout the Province. This will encourage the word-of-mouth network, the most effective communication system available. Promotional type advertising is probably less likely to be noted and retained and does not provide sufficient detail.

2. The vacation alternatives in B.C. are viewed as being passive rather than active, especially by those who vacation out of the Province. Sightseeing does not involve a person to the same extent as does visiting Disneyland or lying on a beach and swimming. The Province has been portrayed as providing solitude, getting away by oneself. Most people are not loners - they need others with which to find enjoyment. There is indeed a segment of the population who require this type of solitary holiday but it is a minority. It is also doubtful if they can be influenced by promotion for their needs are quite specific. The mass market requires quasi-interactive pursuits -watching the action! They participate both vicariously and personally. An orientation from the "finer things in life" approach to exciting, involving options that everybody can enjoy would attract a larger market.

3. Trips within the Province are, by the survey respondent's definition, of shorter duration. They are not a holiday because the participant does not relax enough to feel a sense of being away from their everyday lives.

   One alternative is to develop this type of short-break which offers instant relaxation or dislocation from their normal environment and could be aimed specifically at the urban residents.

   The second alternative is for the tourism industry to develop packaged holidays that are four or five days in length. These should not be rigidly structured but flexible for the majority of travellers feel too confident to buy a pre-packaged holiday in "their <u>own</u> Province" (This confidence is less if they are visiting foreign destinations of course.).

   If the duration of their holiday can be extended the economic benefits are obvious. A more subtle change would be increasing the residents' perception of the Province as a vacation option.

4. The residents of the various geographic sections of the Province are as diverse as the areas themselves. They not only have different motivations and needs, but demographically the variances are substantial. Hence, one marketing approach cannot effectively cover the whole Province.

   The Province can be readily segmented as follows:

   - Vancouver Island
   - The Lower Mainland
   - The Okanagan
   - The Southwest
   - The North

The residents in each area should be recognized as having specific travel needs and then a marketing plan, including product design, promotion and pricing structures can be developed for their requirements. One important but obvious finding is that proximity to an attraction is a very important criteria for its success. It is difficult to convince people to travel much more than 200 miles or 3 hours from their home for a weekend. This radius should be considered the "Catchment Area" for a population centre, and the resorts, activities, and attractions within this zone should be the centre of a marketing plan for shorter trips. The Lower Mainland, due to the size and diversity of its population, could be approached with several sub-marketing plans. The major problem in this area is the accessibility and attraction of the U.S.A., in comparison to the rest of the Province. These urban residents will be more difficult to convince that travel in B.C. can be a worthwhile experience for their opinions and psychographic profiles predicate against this. Special one-day driving tours, two-day over-nighters, and three or more day flexible air or auto packages could be developed to attract this market to the Gulf Islands, Vancouver Island, Whistler, or the Okanagan. Care must be taken to offer activities that appeal to an urban life-style, for example wine-tasting courses or special hide-aways with good food and a convivial atmosphere at a reasonable price.

5. Longer trips, as stated earlier, could be packaged, especially if air travel and accommodation can be bundled into a reasonably priced unit. The air component is essential! To access the various segments of our Province can take over twelve hours driving. This is considered expensive, tedious, dangerous, and contributes to the lack of attraction for holidays within the Province. Air travel is speedy and comfortable but at present expensive. It has, however, an elastic demand (see the load factors on the Vancouver-Okanagan routing when the price dropped to $55 round trip). The emphasis on a shorter automobile trip (as mentioned in point 4 above) can also affect B.C. residents' propensity to accept intra-Provincial tourism as a viable alternative to leaving British Columbia.

6. Accommodation is perceived as expensive by some B.C. residents. Although the "Bed and Breakfast" concept is far from accepted, variants on this theme could be fostered. Several references to inexpensive motel chains in the project received positive endorsement. B.C. is not perceived to have this type of accommodation available.

   A concerted effort by the tourism industry to provide intra-Province products that appeal to the more budget conscious, in conjunction with the present facilities and services, could help the Province compete with the United States as a vacation option.

7. Since much of the resident travel within the Province is rubber-tire, specific products should be developed to attract them to specific zones. As people are normally attracted to automobile travel for the flexibility it offers, special routings could be developed that provide chains of attractions. An example would be the radio commercial that covered the Vancouver to Pemberton corridor (Sea to Sky Highway) or a routing through the Kootenays that includes Fort Steele, Trail, Kimberley, Nelson, and the Arrow Lakes area. The directions would include hotels, motels, campgrounds, sightseeing, and other more general information that could cause people to want to concentrate their travel in one area and perhaps extend their trip for one or two nights longer.

8. The tourism physical plant is highly concentrated on the West Coast of the Province. Encouragement and support for all-season tourist attractions and resorts that provide various attractions for various levels of the tourist market would "spread the wealth". These need not be lavish Whistler type centres, but "themed areas" or such territorial concepts as described in #7.

9. The segment of the market that has as yet to be addressed is members of the travel industry. These people will contribute to the success or failure of any marketing thrusts coordinated by the Ministry of Tourism. The "Good Show" type of campaign was a strong motivator, however, more long term institutional objectives could be considered.

10. The promotion for tourism could possibly be made more effective by including more scenes of less solitary nature. More families and groups of people enjoying the Province's abundant tourism resources would enable the viewer, listener, or reader to involve themselves more easily, and think about having fun.

    The commercials should also be designed to more strongly ask or cause the person to take action and travel within the Province.

    The role models shown in the commercials could be toned down somewhat to reflect the ordinary person and their level of activity and participation.

11. The perception that travelling within the Province is expensive needs to be dispelled. Costs are involved in tourism, however, British Columbia in comparison is less expensive than other areas. If the 200 mile radius concept is used the cost will be regulated as a normal consequence.

Overall, the Province could be positioned as following to the British Columbia travelling public.

> "When British Columbians travel in their own Province they will rediscover fun, exciting, fulfilling, involving activities for all residents. Each local area has a special character that can be explored economically and quickly.
>
> The holiday experience will be different but fulfilling. Relaxing by providing any activity a person requires."

X SUGGESTED FUTURE MARKETING RESEARCH

From the results of this study several areas for future research have been identified. These are cursorily listed below. Greater detail will be provided upon request.

1. Promotion Pre-Testing

   Either through qualitative or quantitative assessment, future electronic or print advertising should be tested for concept understanding and communication objective achievement.

2. Product Development

   To ensure that any inclusive packaged tours, special events, or other travel products will be positively accepted, in-depth personal interviewing or focus groups with the potential market segments should be conducted.

3. Day After Recall (DAR) and On-Going Promotion Awareness Surveys

   To provide direction for future campaign (or in-campaign decisions), measures of awareness and understanding of promotions can be conducted using concurrent or periodic telephone surveys.

4. Future Expected Travel Behavior

   Future behavior measurements can only be used as indicators due to the potential for change in this behavior, however, when trended, the data can be very appropriate for altering marketing inputs if unexpected shifts in plans occur.

5. Holiday Experience Evaluation

The satisfaction visitor groups feel, towards their travel experience, should be tested. Self-administered, on-site interviews are the easiest and most effective gauge of immediate evaluation. Further diagnostic interviews can be completed to provide reasons for specific negatives, positives, or non-rational responses.

6. Industry Attitude Study

To better understand the attitudes of those who will provide service and products to the B.C. traveller, an attitudinal survey of representatives from all segments of the tourism industry could be completed. Focus groups and personal interviews are the most appropriate data gathering mechanisms for the type of data needed and when the group from which the data is to be collected is considered.

7. Planning Behavior and Information Needs

The present study has pointed out a need for further analysis of the British Columbian's information needs and the short planning period for intra-Province travel. Preferred city-pair analysis could also be included in this study to provide direction for micro-tuning marketing plans for specific population centres.

The topics listed above were generated from the consideration of the qualitative and quantitative results of this survey. Several could be completed during a single larger study due to the interrelationships of the topics.

APPENDIX

DRAFT FOUR
October 16, 1984

JOB NO: 84-631
QUESTIONNAIRE NO:

AREA:

TOURISM QUESTIONNAIRE

Good afternoon/evening. My name is _____, calling from Marktrend, a Vancouver marketing research company. Today/tonight we are conducting a survey on your vacation travel. Can I speak to a male/female in your household over the age of 18? **(CHECK SEX QUOTA's)**

IF NECESSARY, REINTRODUCE SELF

To be sure we are speaking to the correct people, could you please tell me into which of the following age categories you fit?

18 - 24.....	1
25 - 34.....	2
35 - 44.....	3
45 - 54.....	4
55 - 64.....	5
65+.....	6

CHECK QUOTAS

1. Now thinking about the period since last September, how many pleasure trips of longer than one night away have you taken during this period? **PROBE WITH:** Please try to recall all the pleasure trips you have taken in the last year, including weekends.

_____ times

Zero - **GO TO Q.14**

2. What were the final destinations or areas that you visited during your trips? **(FURTHEST POINT AWAY FROM HOME)**

_____

_____

_____

_____

_____

WRITE DESTINATION AND RESPONSES IN THE ANSWER SECTIONS FOLLOWING QUESTION 13.

3. How many nights did you stay in (areas named) ?

4. How long before you left for (areas named) did you begin to plan your trip?

5. What was your major method of travel during your trip to (areas named) ?

6a. What was the major reason for choosing to visit (areas named) instead of other areas you could have chosen?

b. What other reasons did you have?

7. In which of the following types of accommodation did you stay during your trip to (areas named) ? **READ LIST**

8. From where did you get information on (areas named) before your trip?

9. Did you consider your trip to (areas named) a holiday or just a short trip?

10. Which member of your travel party was most responsible for choosing (areas named) ?

11. During which month or months of the year did you visit (areas named) ?

12a. How many people were in your travel party when you visited (areas named) ?
IF ALONE GO TO QUESTION 13

b. With whom were you travelling during your trip to (areas named) ?
READ LIST

13. Approximately how much money did you spend in total on your trip to (areas named) ? **(THIS IS FOR ALL MEMBERS OF THEIR IMMEDIATE TRAVEL PARTY)**

Destination One: _____
(write in from question 2)

3) **Nights Away:** _____ 4) **Planning Period:** _____

5) **Travel By:** _____

6) a. **Major Reason:** _____

b. **Others:** _____

7) **Accommodation:** Motel/Hotel/ Condominium... 1
Bed and Breakfast..... 1
Private Home/ (Friends & Relatives).... 1
Motor Home.... 1
Tent..... 1
Other (specify)..... 1
_____

READ LIST

8) **Info. Source:** _____

9) **Holiday**..... 1
Short Trip..... 2

10) **Responsible Member:** Self..... 1
Child..... 4
Spouse..... 2 Parent..... 3
Other (specify)..... 5
_____

11) **Jan**...1 **Apr**...1 **Jul**...1 **Oct**...1
Feb...1 **May**...1 **Aug**...1 **Nov**...1
Mar...1 **Jun**...1 **Sep**...1 **Dec**...1

12a) **No in Party** _____

b) **Family**..... 1
Friends..... 2
Both Family and Friends..... 3
Other People..... 4

13) $_____ **spent**

Destination Two: _____
(write in from question 2)

3) **Nights Away:** _____ 4) **Planning Period:** _____

5) **Travel By:** _____

6) a. **Major Reason:** _____

b. **Others:** _____

7) **Accommodation:** Motel/Hotel/ Condominium... 1
Bed and Breakfast..... 1
Private Home/ (Friends & Relatives).... 1
Motor Home.... 1
Tent..... 1
Other (specify)..... 1
_____

READ LIST

8) **Info. Source:** _____

9) **Holiday**..... 1
Short Trip..... 2

10) **Responsible Member:** Self..... 1
Child..... 4
Spouse..... 2 Parent..... 3
Other (specify)..... 5
_____

11) **Jan**...1 **Apr**...1 **Jul**...1 **Oct**...1
Feb...1 **May**...1 **Aug**...1 **Nov**...1
Mar...1 **Jun**...1 **Sep**...1 **Dec**...1

12a) **No in Party** _____

b) **Family**..... 1
Friends..... 2
Both Family and Friends..... 3
Other People..... 4

13) $_____ **spent**

Destination Three: _____
(write in from question 2)

3) **Nights Away:** _____ 4) **Planning Period:** _____

5) **Travel By:** _____

6) a. **Major Reason:** _____

b. **Others:** _____

7) **Accommodation:** Motel/Hotel/ Condominium... 1
Bed and Breakfast..... 1
Private Home/ (Friends & Relatives).... 1
Motor Home.... 1
Tent..... 1
Other (specify)..... 1
_____

READ LIST

8) **Info. Source:** _____

9) **Holiday**..... 1
Short Trip..... 2

10) **Responsible Member:** Self..... 1
Child..... 4
Spouse..... 2 Parent..... 3
Other (specify)..... 5
_____

11) **Jan**...1 **Apr**...1 **Jul**...1 **Oct**...1
Feb...1 **May**...1 **Aug**...1 **Nov**...1
Mar...1 **Jun**...1 **Sep**...1 **Dec**...1

12a) **No in Party** _____

b) **Family**..... 1
Friends..... 2
Both Family and Friends..... 3
Other People..... 4

13) $_____ **spent**

Destination Four: _____
(write in from question 2)

3) **Nights Away:** _____ 4) **Planning Period:** _____

5) **Travel By:** _____

6) a. **Major Reason:** _____

b. **Others:** _____

7) **Accommodation:** Motel/Hotel/ Condominium... 1
Bed and Breakfast..... 1
Private Home/ (Friends & Relatives).... 1
Motor Home.... 1
Tent..... 1
Other (specify)..... 1
_____

READ LIST

8) **Info. Source:** _____

9) **Holiday**..... 1
Short Trip..... 2

10) **Responsible Member:** Self..... 1
Child..... 4
Spouse..... 2 Parent..... 3
Other (specify)..... 5
_____

11) **Jan**...1 **Apr**...1 **Jul**...1 **Oct**...1
Feb...1 **May**...1 **Aug**...1 **Nov**...1
Mar...1 **Jun**...1 **Sep**...1 **Dec**...1

12a) **No in Party** _____

b) **Family**..... 1
Friends..... 2
Both Family and Friends..... 3
Other People..... 4

13) $_____ **spent**

Destination Five: _____
(write in from question 2)

3) **Nights Away:** _____ 4) **Planning Period:** _____

5) **Travel By:** _____

6) a. **Major Reason:** _____

b. **Others:** _____

7) **Accommodation:** Motel/Hotel/ Condominium... 1
Bed and Breakfast..... 1
Private Home/ (Friends & Relatives).... 1
Motor Home.... 1
Tent..... 1
Other (specify)..... 1
_____

READ LIST

8) **Info. Source:** _____

9) **Holiday**..... 1
Short Trip..... 2

10) **Responsible Member:** Self..... 1
Child..... 4
Spouse..... 2 Parent..... 3
Other (specify)..... 5
_____

11) **Jan**...1 **Apr**...1 **Jul**...1 **Oct**...1
Feb...1 **May**...1 **Aug**...1 **Nov**...1
Mar...1 **Jun**...1 **Sep**...1 **Dec**...1

12a) **No in Party** _____

b) **Family**..... 1
Friends..... 2
Both Family and Friends..... 3
Other People..... 4

13) $_____ **spent**

14a. Now I would like you to consider where you would go if you had a three day break coming up. Where would you most likely go?

b. Why is that? **PROBE**

Destination:	Reason:
_____	_____
	_____
	_____
	_____

15a. Now, where would you go for a seven day trip?

b. Why is that? **PROBE**

Destination:	Reason:
_____	_____
	_____
	_____
	_____

16a. Now, where would you go for a fourteen day trip?

b. Why is that? **PROBE**

Destination:	Reason:
_____	_____
	_____
	_____
	_____

17a. Now, where would you go for a trip of four weeks or longer?

b. Why is that? **PROBE**

Destination:	Reason:
_____	_____
	_____
	_____
	_____

18. What is best about visiting California for a vacation? **PROBE**

_____

_____

19. What is best about visiting Hawaii for a holiday? **PROBE**

_____

_____

20. What is best about travelling within B.C. for a holiday? **PROBE**

_____

_____

21. What is worst about travelling in B.C.? **PROBE**

_____

_____

22a. For what major reasons would you decide to travel in B.C. for a vacation?

_____

_____

_____

_____

22b. Any Others? (PROBE!!!) _____

_____

_____

23a. For what major reasons would you decide NOT to travel within B.C. for a vacation?

_____

_____

_____

_____

b. Any Others? (PROBE!!!) _____

_____

_____

24a. How many holidays do you plan to take in the next twelve months?

_____ holidays

IF NONE GO TO Q.25

b. How long will the first one be? _____ length

How long will the second one be? _____ length

How long will the third one be? _____ length

25. Now I would like you to tell me how much you agree or disagree with the following statements using a scale of 1 to 5. ONE means you totally disagree, TWO means you somewhat disagree, THREE you neither agree nor disagree, FOUR means you somewhat agree, and FIVE means you totally agree with the statement. Now here is the first statement.

START AT CHECK MARK

	Totally Disagree				Totally Agree
a. Vacations in B.C. are probably cheaper in the long run than in other areas.....	1	2	3	4	5
b. I feel I know a lot about British Columbia.....	1	2	3	4	5
c. Essentially, vacations in B.C. are boring.....	1	2	3	4	5
d. British Columbian's should travel more in their home province.....	1	2	3	4	5
e. British Columbia has beautiful scenery, but has little else to offer tourists.....	1	2	3	4	5
f. B.C. is a place for young families to vacation in.....	1	2	3	4	5

25. continued...	Totally Disagree				Totally Agree
g. I find travelling in other areas more interesting than travelling in B.C.....	1	2	3	4	5
h. I prefer to vacation in cities rather than in the outdoors.....	1	2	3	4	5
i. Vancouver is the major tourist attraction in B.C.....	1	2	3	4	5
j. Tourists get value for their money in B.C.....	1	2	3	4	5
k. B.C. offers unique travel experiences.....	1	2	3	4	5
l. It can be difficult to find reasonably priced accommodation in B.C.....	1	2	3	4	5
m. B.C.'s restaurants are of high quality.....	1	2	3	4	5
n. You can't rely on the weather in B.C. to be good for your holidays.....	1	2	3	4	5
o. Each part of British Columbia has a different character.....	1	2	3	4	5
p. I would like to get to know more about B.C.....	1	2	3	4	5
q. B.C. is not a place for seasoned travellers to visit.....	1	2	3	4	5
r. I enjoy outdoor activities.....	1	2	3	4	5
s. The tourist industry in B.C. is more interested in making money than in providing good service.....	1	2	3	4	5
t. There are many interesting places to visit in B.C.....	1	2	3	4	5
u. Staying in a motor home or camping is not my idea of a great holiday.....	1	2	3	4	5

26a. Do you consider a two-day weekend trip to be a holiday?

Yes..... 1
No..... 2

b. Why is that? PROBE _____

_____

_____

27a. Please tell me, have you participated in any of the following activities during the last year?

	Yes	No
Hiking	1	2
Scuba Diving	1	2
Lake or Stream Fishing	1	2
Salt Water Fishing	1	2
Visit a Museum	1	2
Hunting	1	2
Cross-Country Skiing	1	2
Downhill Skiing	1	2

Approximately how many times did you:

b. **ASK ONLY IF SKIED CROSS-COUNTRY IN THE LAST YEAR**
- ski cross-country during the last twelve months?

_____ times

c. **ASK ONLY IF SKIED DOWNHILL IN THE LAST YEAR**
- ski downhill during the last twelve months?

_____ times

IF SKIED BOTH DOWNHILL AND CROSS-COUNTRY GO TO QUESTION 32.

IF NOT SKIED CROSS-COUNTRY IN THE LAST YEAR ASK:

28a. Have you ever skied cross-country?

Yes..... 1
No..... 2 **GO TO Q.29**

b. **IF YES:** Why have you not skied cross-country in the last year? **PROBE**

_____

_____ **GO TO Q.30**

29. Do you plan to take up cross-country skiing in the future?

Yes..... 1
No..... 2

IF NOT SKIED DOWNHILL IN THE LAST YEAR ASK:

30a. Have you ever been downhill skiing?

Yes..... 1
No..... 2 **GO TO Q.31**

b. **IF YES:** Why have you not been downhill skiing in the last year? **PROBE**

_____

_____ **GO TO Q.32**

31. Do you plan to take up downhill skiing in the future?

Yes..... 1
No..... 2

32. People have identified the following factors as important when deciding to take a trip. Would you please tell me how important each one is for you by rating them on a scale of 1 to 10. If you give a rating of one you mean that this reason is not at all important to you, a two means it is a little more important, up to ten which means this reason is of extreme importance to you. Now here is the first reason:

	Not At All Important									Extremely Important
01 - To lie in the Sun and relax.....	1	2	3	4	5	6	7	8	9	10
02 - To travel to places where I feel secure.....	1	2	3	4	5	6	7	8	9	10
03 - To participate in favorite sports and activities.....	1	2	3	4	5	6	7	8	9	10
04 - To try new and different experiences and life-styles.....	1	2	3	4	5	6	7	8	9	10
05 - To learn about another country's way of life....	1	2	3	4	5	6	7	8	9	10
06 - To attend entertainment events such as live plays and theatre...	1	2	3	4	5	6	7	8	9	10
07 - To enjoy the outdoors....	1	2	3	4	5	6	7	8	9	10
08 - To visit cultural centres such as museums and art galleries.....	1	2	3	4	5	6	7	8	9	10
09 - Just to get away from demands at home for a while.....	1	2	3	4	5	6	7	8	9	10
10 - To attend educational events or seminars.....	1	2	3	4	5	6	7	8	9	10
11 - To visit important historic places.....	1	2	3	4	5	6	7	8	9	10
12 - To be together as a family.....	1	2	3	4	5	6	7	8	9	10
13 - To have fun and be entertained.....	1	2	3	4	5	6	7	8	9	10
14 - Going to places where I have never been before.....	1	2	3	4	5	6	7	8	9	10

b. Of those you have given a rating of eight or nine, which were (read those with rating of 8 or more), which would you say is the most important? **(CIRCLE NUMBER TO LEFT)**

33. In your opinion what changes would have to be made in British Columbia that would make you want to travel more within the province? **PROBE**

_____

_____

_____

34. I am now going to read a list of suggested changes that could be considered. Would you please tell me if these changes were introduced would you:

- definitely NOT travel more than presently in British Columbia
- be unlikely to travel more
- perhaps travel more
- be quite likely to travel more or
- definitely travel more in British Columbia

Now here is the first suggestion.

START AT CHECK MARK	Definitely NOT Travel More	Unlikely to Travel More	Perhaps Travel More	Quite Likely Travel More	Definitely Travel More
a. Short, well priced, packaged holidays in B.C. cities including transportation, hotels, and meals.....	1	2	3	4	5
b. Improving the level of service in British Columbia's tourism industry.....	1	2	3	4	5
c. The introduction of "bed and breakfast" accommodation in addition to present hotels and motels.....	1	2	3	4	5
d. Improve the quality of government camping facilities.....	1	2	3	4	5
e. Increase the number of camp sites.....	1	2	3	4	5
f. Reduce the cost of accommodation.	1	2	3	4	5
g. Increase the number of cultural and interest attractions.....	1	2	3	4	5
h. Make more activities available for children under 15 years of age.....	1	2	3	4	5
i. Improve the information available on tourist attractions in the Province.....	1	2	3	4	5

35. How many times have you stayed in a camp site in British Columbia within the last two years?

0.....	1	GO TO Q.40
1.....	2	GO TO Q.36
2.....	3	GO TO Q.37
3+.....	4	

36. IF ONE ONLY ASK: Was this a private or government camp site?

Private..... 1
Government..... 2
Don't Know..... 8

37. **IF TWO OR MORE ASK:** How many of these were government camp sites?

0..... 1
1..... 2
2..... 3
3+..... 4
Don't Know..... 8

38. How do government camp sites compare with those that are privately operated? **PROBE**

_____
_____
_____
_____

39. Now I am going to read a list of facilities and services that could be offered at government camp sites. Would you please rate their importance to you, using a 1 to 5 scale. **ONE** means it is totally unimportant, up to **FIVE** which means it is extremely important. Now here is the first consideration.

	Totally Unimportant				Extremely Important
Hot and cold showers.....	1	2	3	4	5
Flush toilets.....	1	2	3	4	5
Facilities for washing clothes.....	1	2	3	4	5
Security supervisors.....	1	2	3	4	5
Motel type accommodation in addition to camping facilities.....	1	2	3	4	5
Increase in services such as restaurants and stores.....	1	2	3	4	5
An advanced booking reservation system.....	1	2	3	4	5

40. Now please think about the upcoming Expo 86 in Vancouver.

a. Approximately how much do you expect it will cost for a day pass into the Expo 86 site? **PROBE FOR EXACT AMOUNT OR AT LEAST A RANGE OF PRICES. BE SURE NOT TO LEAD RESPONDENT.**

$_____

b. Do you think that this cost of admission will include all, most, some, or none of the Expo 86 exhibits, rides, and attractions?

All..... 1
Most..... 2
Some..... 3
None..... 4
Don't Know..... 8

c. What is your opinion of this? **PROBE**

_____
_____

40. continued...

d. Will you be definitely, quite likely, probably, quite unlikely, or definitely not attending Expo?

Definitely..... 1
Quite Likely..... 2
Probably..... 3
Quite Unlikely..... 4
Definitely Not..... 5
Don't Know..... 8

ANY RESPONDENTS ANSWERING 3, 4, 5, or 8 ASK:

Why is that? **PROBE** _____

_____

GO TO Q.40f

VANCOUVER RESPONDENTS GO TO Q.40f

e. **ASK ONLY OF NON VANCOUVER RESPONDENTS WHO ANSWERED 1 or 2**

For how many days will you stay in Vancouver during your trip to Expo?

_____ days

Not Sure..... 99

In what type of accommodation will you stay during your trip?

Motel/Hotel/Condominium..... 1
Bed and Breakfast..... 2
Private Home/(Friends and Relatives)..... 3
Motor Home..... 4
Tent..... 5
Other (specify)..... 6

_____

f. Are you expecting visitors from out of the province to stay with you to attend Expo?

Yes..... 1
No..... 2
Don't Know..... 8

g. Are you expecting any visitors from within British Columbia to stay with you to attend Expo?

Yes..... 1
No..... 2
Don't Know..... 8

Now for some general questions.

41. Which daily newspapers are you most likely to read or look into? **PROBE**

_____

_____

_____

42. I'm now going to read a series of statements about personal likes and dislikes. Please tell me, using a scale of 1 to 5 how strongly you personaly agree or disagree. **ONE** means you disagree very strongly to **FIVE** which means you agree very strongly.

START AT CHECK MARK	Disagree Very Strongly				Agree Very Strongly
An important part of my life and activities is dressing smartly.....	1	2	3	4	5
I would rather spend a quiet evening at home than go out to a party.....	1	2	3	4	5
I prefer to pay cash for everything I buy.....	1	2	3	4	5
No matter how fast my income goes up I never seem to get ahead.....	1	2	3	4	5
I will probably have more money to spend next year than I have now.....	1	2	3	4	5
Family life and having children are most important to me.....	1	2	3	4	5
It is important that women should have a career outside the home.....	1	2	3	4	5
I like to try new and different things even though it may be risky.....	1	2	3	4	5
I have somewhat old-fashioned tastes and habits.	1	2	3	4	5
I enjoy being extravagant.....	1	2	3	4	5
Generally the more something costs the better the quality.....	1	2	3	4	5
Traditions are important to me.....	1	2	3	4	5
I prefer adventurous rather than peaceful holidays.....	1	2	3	4	5
I often buy things on impulse.....	1	2	3	4	5
In general, advertising presents a true picture of the products of well-known companies.....	1	2	3	4	5
I generally do not plan far ahead to buy more expensive items like furniture, appliances, etc.....	1	2	3	4	5
I often try new products before my friends and relatives.....	1	2	3	4	5
I like to plan my holidays down to the last detail instead of leaving things to chance.....	1	2	3	4	5
I am very interested in events happening in other areas of the world.....	1	2	3	4	5
People now are not willing to work hard for what they want.....	1	2	3	4	5
I would sooner use products that I have used before and been satisfied with than new ones that may or may not work better.....	1	2	3	4	5
I am more concerned with my own neighbourhood than what is happening half way around the world.....	1	2	3	4	5
Travelling to foreign countries is one of my favorite pastimes.....	1	2	3	4	5

DEMOGRAPHICS

43. For how long have you been a resident of British Columbia?

Less Than 1 Year..... 1
1 - 5 Years..... 2
6 - 10 Years..... 3
11 - 20 Years..... 4
Over 20 Years..... 5

44. What is your marital status?

Single..... 1
Married..... .. 2
Separated/Divorced..... 3
Widowed..... 4
Other..... 5

45. What is your current occupation? **PROBE** Can you explain further?

_____

_____

WRITE IN RESPONDENT'S OCCUPATION ABOVE, THEN CATEGORIZE ON LIST BELOW. IF YOU ARE NOT SURE WHICH CATEGORY TO CHECK, VERIFY WITH RESPONDENT.

Accountant.....	01	Corporate/Industrial Sales....	12
Doctor.....	02	Skilled Labour.....	13
Lawyer.....	03	Craftsman.....	14
Teacher.....	04	Unskilled Labour.....	15
Engineer.....	05	Technician.....	16
Other Professional.....	06	Housewife.....	17
Executive/Managerial.....	07	Student.....	18
Owner/Operator/Self-Employed.....	08	Military/Police.....	19
Clerical/Office Staff....	09	Fisherman.....	20
Retail Sales.....	10	Farmer.....	21
Agency Sales.....	11	Unemployed.....	30
		Retired.....	31

46. Including yourself, how many people live in your household?

1..... 1 **GO TO Q.48**
2..... 2
3..... 3
4..... 4
5+..... 5
Refused..... 8

47. How many children under 18 years of age are there currently living in your household?

_____ children

48. What is the highest level of education that you have achieved? **(READ LIST)**

Some High School..... 1
Completed High School..... 2
Some Post-Secondary (College/Univ.)..... 3
Completed Post Secondary (College/Univ.).... 4
Post Graduate Studies..... 5
Refused..... 6

49. Do you own or rent the home you are currently living in?

Own..... 1
Rent..... 2
Refused..... 8

50. And now for the last question, I am going to read off some income ranges. Please stop me when I mention the range that best applies to your TOTAL HOUSEHOLD income.

Less Than $10,000..... 1
$10,000 - $14,999..... 2
$15,000 - $24,999..... 3
$25,000 - $29,999..... 4
$30,000 - $34,999..... 5
$35,000 - $39,999..... 6
$40,000 or More..... 7
Refused..... 8

51. Indicate sex of respondent.

Male..... 1
Female..... 2

CLOSE INTERVIEW AND THANK RESPONDENT

TIME INTERVIEW ENDED _____ **pm**

INTERVIEW NO: _____

INTERVIEW LENGTH: _____ **min.**

EDITING TIME: _____ **min.**

EDITOR NO: _____

CODER NO: _____